

GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

DECEMBER 2017

# CONNECTIONS

*Developing business relationships across the Lehigh Valley*



## Christmas City USA

**Bethlehem, PA - "The Christmas City"  
on Forbes "9 Places to Visit This Christmas!"**



# Teaming up to keep health care costs down.

## There's value in that.

To help control rising costs, we're working with Lehigh Valley Health Network to make the right care at the right time more affordable. Our Lehigh Valley Flex Blue plan enhances care coordination and can improve the member experience through exclusive offerings like the Signature Services program. This adds up to better outcomes for your employees — and more value for your health care dollar.

**\*Save up to 10%. Learn more at [BetterTogetherLV.com](https://www.bettertogetherlv.com).**



▶ When Katie became critically ill while pregnant, our collaboration helped provide the care she needed.

\*Estimated savings vary by plan design.  
Savings compared to other Highmark broad network plans.

Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.





# WE GET CHRISTMAS!



## CHRISTMAS CITY VILLAGE

**Nov 17-Dec 23, weekends**

Fri & Sat 11am - 8pm, Sun 11am - 5pm



## HOLIDAY COCKTAIL TRAIL

**November 18**

Saturday, 1-5 pm



## CHRISTMAS TREE LIGHTING

**November 24**

Friday, 4:30pm at Payrow Plaza



## LIVE ADVENT CALENDAR

**Dec 1-23, Every Evening at 5:30pm**

1810 Goundie House at 505 Main Street



Caitlin Kohl



## COMMUNITY ADVENT BREAKFAST

**December 2**

Saturday, 8-10am at Moravian Village



**Get the Shopping! Get the Taste!  
Get the Holiday Spirit!**

**EXPERIENCE BETHLEHEM!**

[www.GetDowntownBethlehem.com](http://www.GetDowntownBethlehem.com)



Anniversary? Grand Opening? Open House?

# RIBBON CUTTINGS

Celebrate Your Event with The Chamber

**Let The Chamber's professional event planning services work for you!**  
From planning and media release to registration and publicity,  
The Chamber can help make your company event shine!



**New Tripoli Diner**  
hosted a Ribbon Cutting on  
October 17. New Tripoli Diner  
is located at 6937 PA Route  
309 in New Tripoli.

**The Cask Taphouse  
and Grill** hosted a Ribbon  
Cutting on October 19. They  
are new to Palmer Township.  
The Cask is located at 80  
Kunkle Drive in Easton. *Photo  
courtesy of the Easton Irregular.*



**Hampton Inn and Suites  
Bethlehem** hosted a Ribbon  
Cutting on September 26. They are  
located at 200 Gateway Drive (at  
Routes 22 & 512) in Bethlehem.



**Outback Steakhouse** hosted  
a Ribbon Cutting on November 15.  
They are located at 800 N Krocks Rd,  
Allentown, PA 18106

## Coming Soon

**THUR, DEC 7-**  
**Valley National Financial Advisors**  
**Ribbon Cutting & Open House**  
Valley National Financial Advisors -  
Bethlehem  
1655 Valley Center Parkway,  
Suite 100, Bethlehem  
4-6 p.m. / FREE

**WED, DEC 13-**  
**Thriveworks Ribbon Cutting**  
1150 Glenlivet Drive, A-15,  
Allentown  
5-7 p.m. / FREE



Contact **LIZ WEAVER** at  
lizw@lehighvalleychamber.org or call  
484-264-6630 for details.



# MARK YOUR CALENDARS!

Brought to you by:  
*Historic*  
**Hotel Bethlehem**

## Register for an event four ways:

1. Register online at [LehighValleyChamber.org](http://LehighValleyChamber.org)
2. Email or call the person doing registration for the event
3. Email [info@lehighvalleychamber.org](mailto:info@lehighvalleychamber.org)
4. Download a registration form at [LehighValleyChamber.org](http://LehighValleyChamber.org), print & fill it out, and submit.

## Affiliated Chamber & Business Council Events

**FRI, DEC 1 to SUN, DEC 17 - DBA Christmas City Village (weekends only)**  
Sun Inn Preservation Association  
556 Main Street, Bethlehem  
11 a.m.-8 p.m. / FREE

**FRI, DEC 1 to SAT, DEC 23- DBA Live Advent Calendar (daily)**  
The Goundie House  
505 Main Street, Bethlehem  
5:30 p.m. / FREE

**SAT, DEC 2- BCC 52nd Annual Community Advent Breakfast**  
Moravian Village of Bethlehem  
526 Wood Street, Bethlehem  
8-10 a.m.  
In advance - \$15 adult, \$9 youth (16 and under)

**SAT, DEC 2- EMSP Old Fashioned Christmas**  
Emmaus Triangle Park and Downtown Emmaus  
11 a.m. - 7 p.m. / FREE

**SAT, DEC 2- EMSP Holiday Cheers Trail**  
Downtown Emmaus  
12-4 p.m. / \$20

**MON, DEC 4- The Ambassadors' Leadership Bootcamp**  
Penn State Lehigh Valley  
2809 Saucon Valley Road, Center Valley  
7-10 a.m. / \$10

**MON, DEC 4- ACC Allentown First Monday at BB&T**  
835 West Hamilton Street, Allentown  
5-7 p.m. / FREE

**WED, DEC 6- EACC Mesa Modern Mexican Holiday Fiesta**  
Mesa Modern Mexican  
42 South 3rd Street, Easton  
5-7 p.m. / FREE

**WED, DEC 6- YPC and NPBPC present "Board Leaders of Tomorrow: Let's Talk Age Diversity"**  
Moravian College - Priscilla Payne Gallery  
346 Main Street, Bethlehem  
5:30-7:30 p.m.  
\$10 member / \$20 non-member

**THUR, DEC 7- ACC Allentown Christmas Tree Lighting Ceremony**  
PPL Plaza  
835 Hamilton St  
4-7 p.m. / FREE

**SAT, DEC 9- Christmas in Nazareth**  
Moravian Historical Society  
214 E Center St, Nazareth  
12-4 p.m. / FREE

**SUN, DEC 10- LGBTBC Sunday Brunch**  
Maxim's 22 Bistro Brasserie  
322 Northampton Street, Easton  
11 a.m.-1 p.m. / \$25

**WED, DEC 13- NACC Roxy Theatre Holiday Movie Night & Mixer "It's a Wonderful Life"**  
Roxy Theater  
2004 Main Street, Northampton  
6-7 p.m. / FREE

**THUR, DEC 14- WACC Holiday Luncheon**  
Fellowship Community  
3020 Fellowship Dr., Whitehall  
11:30 a.m. - 1:00 p.m.  
Member: \$20 Non-Member: \$40

**THUR, DEC 14- NBC 2nd Thursday Mixer: Cozze Cakes Anniversary Party**  
Cozze Cakes  
143 South Main St., Nazareth  
5:30-7 p.m. / FREE

**FRI, DEC 15- WBC and SBC Present: Annual Holiday Breakfast**  
Historic Hotel Bethlehem  
437 Main St, Bethlehem  
7:30-9 a.m.  
\$20 member/ \$40 non-member

**WED, DEC 20- EPCC and WLCC Holiday Brunch**  
Brookside Country Club  
901 Willow Lane, Macungie  
11 a.m. - 12:30 p.m.  
\$20 member / \$40 non-member

**WED, DEC 20- WBC 2017 W2W Mentoring Program Graduation**  
Moravian College- New Science Building -- Sally Breidegam Miksiewicz Center for Health Sciences  
1200 Main St, Bethlehem  
5-7:15 p.m. / FREE

**WED, DEC 20- YPC Holiday Meet & Greet at Hotel Bethlehem**  
Historic Hotel Bethlehem  
437 Main St, Bethlehem  
5:30-7:30 p.m. / FREE

**THUR, DEC 21- HDMSP Destination Arts: Third Thursday**  
Downtown Allentown  
5-8 p.m. / FREE

**SUN, DEC 31- ACC/HDMSP New Year's Eve Celebration**  
Downtown Allentown  
7th & Hamilton Streets  
10 p.m. - 12 a.m. / FREE

**SUN, JAN 14- SAT, JAN 20- HTLS Winter Restaurant Week**

**FRI, JAN 5 - ACC State of the City Address with Mayor Ed Pawlowski**  
Miller Symphony Hall, Rodale Room  
23 N 6th St, Allentown  
7-9 a.m.  
\$35 member / \$50 non-member

**THUR, JAN 18- HDMSP Destination Arts: Third Thursday**  
Downtown Allentown  
5-8 p.m. / FREE

**TUE, JAN 23- Lehigh Valley Economic Outlook & Community Development Awards**  
Sands Bethlehem Event Center  
101 Founders Way, Bethlehem  
10 a.m.-1 p.m.  
\$79 member / \$159 non-member

## SEE THESE EVENTS AND MORE!

### Online at

Visit: [web.lehighvalleychamber.org/events](http://web.lehighvalleychamber.org/events)

Register for an event online today  
and join us for the fun!

### Chamber & Council Abbreviations:

**AABLC:** African American Business Leaders Council  
**ACC:** Allentown Chamber of Commerce  
**BCC:** Bethlehem Chamber of Commerce  
**CECDC:** Carbon Chamber & Economic Development Corp.  
**FBA:** Forks Business Association

**DBA:** Downtown Bethlehem Association  
**EACC:** Easton Area Chamber of Commerce  
**EPCC:** East Penn Chamber of Commerce  
**EMSP:** Emmaus Main Street Partners  
**FBA:** Forks Business Association  
**GNLCC:** Greater Northern Lehigh Chamber of Commerce

**HCC:** Hispanic Chamber of Commerce  
**HDMSP:** Hamilton District Main Street Program  
**HLSC:** Hellertown - Lower Saucon Chamber  
**MC:** Manufacturing Council  
**NACC:** Northampton Area Chamber of Commerce  
**NBC:** Nazareth Business Council

**NPBPC:** Nonprofit & Business Partners Council  
**GBACC:** Greater Bath Area Chamber of Commerce  
**PACC:** Phillipsburg Area Chamber of Commerce  
**LGBTBC:** Lesbian, Gay, Bisexual & Transgender Business Council  
**PP:** Public Policy (Committee)

**SBC:** Small Business Council  
**SLCC:** Southern Lehigh Chamber of Commerce  
**WACC:** Whitehall Chamber of Commerce  
**WBC:** Women's Business Council  
**WLCC:** Western Lehigh Chamber of Commerce  
**YPC:** Young Professionals Council



## PLAN YOUR HOLIDAY OFFICE PARTY WITH US!

# CELEBRATE CHRISTMAS AT HOTEL BETHLEHEM

Book Your Christmas Party Before October 15th and Receive a Sleigh Full of Incentives!

**PACKAGE INCLUDES:** 10% DISCOUNT ON CHRISTMAS PARTIES SUNDAY THROUGH THURSDAY | WELCOME CHAMPAGNE UPON ARRIVAL  
GARDEN CRUDITÉ DISPLAY | ROOM RENTAL | AUDIO VISUAL PRESENTATION PACKAGE | EXCLUSIVE "SECRET SANTA" OVERNIGHT RATES

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# CHAMBER SEEN! CHAMBER ANNUAL MEETING

Photos courtesy of Sherry Clewell Photography and John Wilcheck Photography/i360tours

**Photo 1:** Chamber Annual Meeting attendees network before the show.

**Photo 2:** Joe Kochanasz, BB&T and Pat Schneider, Dorney Park.

**Photo 3:** Rob Vaughn, WFMZ-TV and Scott Babashack, GFP Investment Services, Inc.

**Photo 4:** Thanks for catering the event lunch! Pictured: Chad Miller, Red Robin Catering; Jodie Stedt, Red Robin Catering; Nicole Dotta, ArtsQuest; Damon Kimble, Red Robin Catering; Mike Axiotis, Red Robin Catering; and Ed Kruczek, Red Robin Catering.

**Photo 5:** Dorota Gasienica-Kozak, King, Spry, Herman, Freud & Faul, LLC; Representative Mike Schlossberg; Marta Gabriel, U.S. Sen. Patrick Toomey's Office; Buddy Lesavoy, Lesavoy Butz & Seitz; and Mary Lisicky, Morgan Stanley.

**Photo 6:** Ashley Russo of ASR Media/The PeakTV interviews Anne Baum, Capital Blue-Cross, on the Chamber Annual Meeting red carpet.

**Photo 7:** Tony Baar, Lehigh Insurance Agency, with Whitehall Mayor Ed Hozza.

**Photo 8:** Lori Richardson, Haven House, and Jim Howarth, PNC Bank.

**Photo 9:** Jeff Trainer, Sands Event Center, welcomes guests to the venue.

**Photo 10:** Tony "Chubby" Iannelli, The Chamber, makes this year's entrance singing "The Twist."

**Photo 11:** The real "Chubby," Chubby Checker, takes the stage!

**Photo 12:** Hellertown Lower Saucon Chamber Chair Ricky Gower, BB&T, presented the Hellertown Community Partner Award to David Heintzelman, Heintzelman Funeral Home.

**Photo 13:** Chamber Vice Chair John Hayes, New Tripoli Bank, presents the Greater Northern Chamber Community Partner Award to Robert and Nancy Treskot.

**Photo 14:** Frank Facchiano, The Chamber, thanks the presenting and platinum sponsors.

**Photo 15:** Tony Cioffi and Jeff Chandler, Adams Outdoor, presents the first prize of the day.

**Photo 16:** Joy Howe, WFMZ-TV, finds Chamber socks under her table.

**Photo 17 and 18:** Hispanic Chamber Chair Victor Salicetti, AmericaVen, presents the Hispanic Chamber Community Partner Award to Luis Campos, City of Easton.

**Photo 19:** Carbon Chamber Chair, Mike Harleman, First Northern Bank & Trust, presented the Milestone Award for 40 years to WFMZ-TV.

**Photo 20:** Accepting the award for WFMZ-TV was Barry Fisher, WFMZ-TV and former Chairman of the Lehigh Valley Chamber Board.

**Photo 21:** Lehigh Valley International Airport Prize Time presented by J. Michael Dowd and Tom Stoudt, Lehigh Valley International Airport.

**Photo 22:** Greg Butz, Alvin H. Butz, presents the Milestone Award for 90 Years to the Civic Theatre. Accepting the award is Barry Glassman and Sharon Glassman, Civic Theatre.

**Photo 23:** Don Cunningham, Lehigh Valley Economic Development Corporation, congratulates his buddy Tony Iannelli on 20 years with The Chamber.

**Photo 24:** Tony Iannelli, The Chamber, thanks his members for letting him do this job he loves so much!

**Photo 25:** Tony Iannelli, The Chamber, presents the Organization of the Year award to the Lehigh Valley Partnership.

**Photo 26:** Lehigh Valley Partnership accepts their award. Scott Fainor, BB&T; Bill Spence, PPL, Bill Hecht, PPL (retired); and Charlie Marcon, Duggan & Marcon.

**Photo 27:** Rob Vaughn, WFMZ-TV, presents the 69 News Business Year in Review.

**Photo 28:** Dorota Gasienica-Kozak, King, Spry, Herman, Freund, & Faul, LLC presents the Volunteer of the Year Award to Anne Baum.

**Photo 29:** Anne Baum, Capital Blue Cross, accepts her Volunteer of the Year award.

**Photo 30:** Chubby Checker comes out one last time to close the show!

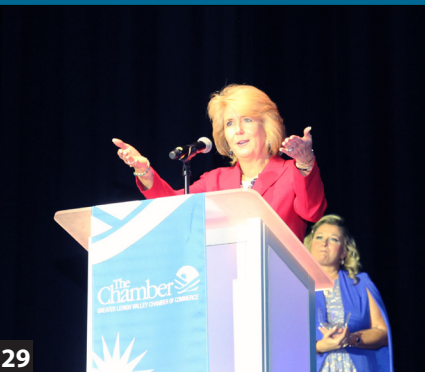
**Photo 31:** Thanks to all who attended the show!





# CHAMBER SEEN! CHAMBER ANNUAL MEETING

Photos courtesy of: Sherry Clewell Photography and John Wilcheck Photography/i360tours





# Thank You to our 2017 Annual Meeting Sponsors:

Presenting Sponsor:

## Capital BLUE

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Gold Sponsors:



Silver Sponsors:



Bronze Sponsors:



A Special Thank You To:

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Dessert Sponsor:

AV Sponsor:

Photography Sponsors:





## CHAMBER STAFF DIRECTORY

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### Contact our President

**Tony Iannelli** 610-739-1513  
President & Chief Executive Officer  
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## BOARD OF GOVERNORS

### Executive Committee

#### Chair, Dorota Gasienica-Kozak, Esq.

King, Spry, Herman, Freund & Faul, LLC

#### Tony Iannelli, The Chamber

President & CEO

#### Vice Chair, John Hayes

New Tripoli Bank

#### Treasurer, Bruce Palmer

Buckno, Lisicky & Company

#### Imm. Past Chair, Barry Fisher

69-WFMZ-TV & wfmz.com

#### Anne Baum, Capital BlueCross

Luis Campos, City of Easton

#### Tony Cioffi, Adams Outdoor Advertising

#### Nancy Dischinat, LV Workforce Development Board

#### Gregg Feinberg, Esq., Feinberg Real Estate

Advisors, LLP

#### John Ferreira, Lehigh Valley Mall

#### Ollie Foucek, Norris McLaughlin & Marcus, P.A.

#### Tom Groves, The Equinox Agency

#### Laurie Hackett, Air Products

#### Michael Harleman, First Northern Bank & Trust

#### Sue Jarvis, CPA

#### Buddy Lesavoy, Lesavoy Butz & Seitz, LLC

#### Mary Lisicky, Morgan Stanley Wealth Management

#### Brett Ludlow, Liquid Interactive

#### Helene Meissner, Norwescap Food Bank

#### Stephen Patterson, ESSA Bank



## THE BOARD OF GOVERNORS

*Dorota Gasienica-Kozak, Esquire, King, Spry,  
Herman, Freund, & Faul, LLC*

*Chair, Board of Governors, The Chamber  
610-332-0390 • dkozak@kingspry.com*

As we usher in the 2017 holiday season, it is a good time to reflect upon what we value in our community and the importance of supporting our local businesses. We encourage you to support your fellow Chamber members, shop locally, and patronize retailers, restaurants and service-related businesses on our Main Streets and in our communities. Our Chamber is built by these local businesses, and chatting with the owners while you shop is a great networking activity -- you may meet good business contacts at the same time you are finding that perfect gift!

With that in mind, our partner chambers and councils are hosting a variety of festive holiday networking and community events throughout December. We hope you can join us for one, two, or all of them!

- 12/2 - 52nd Annual Community Advent Breakfast
- 12/2 - Emmaus Main St. Partners Old Fashioned Christmas & Holiday Cheers Trail
- 12/4 - Downtown Allentown First Monday at BB&T
- 12/6 - Mesa Modern Mexican Holiday Fiesta with the Easton Area

Chamber of Commerce

- 12/7 - Downtown Allentown Christmas Tree Lighting Ceremony

- 12/9 - Christmas in Nazareth hosted by the Nazareth Business Council

- 12/10 - Sunday Brunch with the LGBT Business Council

- 12/13 - Northampton Area Chamber: Roxy Theatre Holiday Movie Night, It's a Wonderful Life

- 12/14 - Whitehall Area Chamber Holiday Luncheon

- 12/15 - Women's Business Council and Small Business Council: Annual Holiday Breakfast

- 12/20 - Holiday Brunch with East Penn and Western Lehigh Chambers

- 12/20 - Young Professionals Council Holiday Meet & Greet at Hotel Bethlehem

And be sure to visit Bethlehem's Christmas City Village on Main Street, nestled in the beautiful Historic Moravian District and the Live Advent Calendar performances.

Wishing you the happiest of Holidays and peace in the New Year! We will see you in 2018! 🌟

**BUSINESS MATTERS**

**Mondays @ 7:30 PM**

with your host Tony Iannelli!

69 WFMZ-TV





## LEHIGH VALLEY ECONOMIC OUTLOOK

*Dr. Kamran Afshar, Chamber Chief Economist  
The Chamber's Finance Committee  
610-691-3272 • ka@kaa-inc.com*

### Lehigh Valley business sentiment down for the 3rd quarter in a row

The Greater Lehigh Valley Chamber of Commerce -Kamran Afshar survey of the Valley businesses is a quarterly survey that we have been doing since 1997. The October survey recorded the 3rd drop in the overall index in as many quarters. Local business sentiment gave back not only all of its January gains, it fell even below its October 2016 level.

The index of hiring plans for the next six months is the only indicator in the model which is still above its January level. This indicator is oscillating closed the bottom of the range which is historically associated with faster growth in the Valley. The long-term trend of this indicator has been knocking on the door of fast growth for the last 4 quarters.

The index of actual hiring over the last six months dropped by a significant 7.5 percent from its July level. This index is now below its January level. It is clear that post-election enthusiasm among businesses in the Valley has vanished. This index which was in the range historically associated with faster growth, has now dropped to the

bottom of this range.

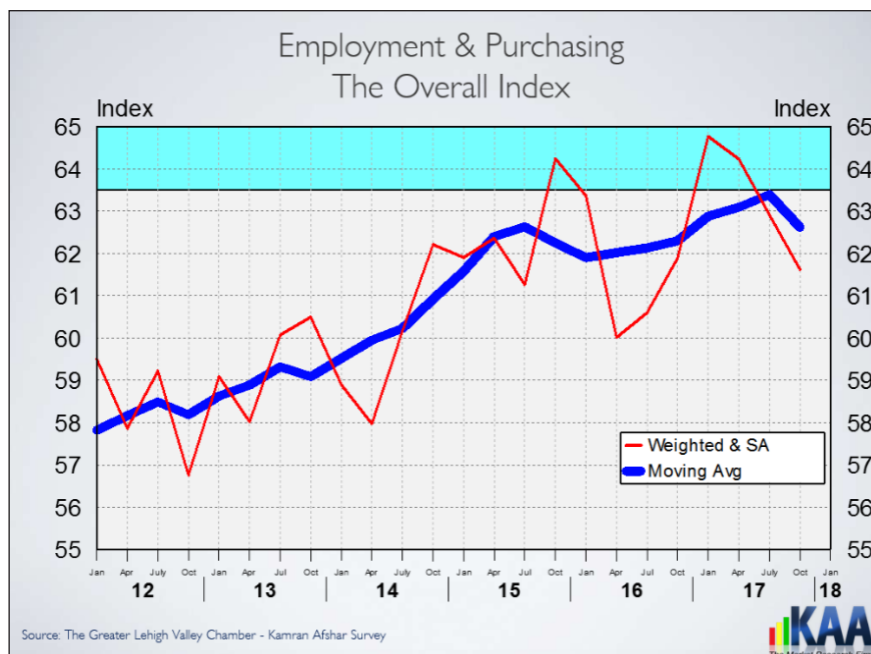
The index for actual purchasing over last six months recorded the largest drop since January, losing 9.4 percent of its value. This index shot into the fast-expansionary range in January, and then, as fast as it went up, it fell out of that range by October.

Purchasing plans for the future also recorded a large loss in October, giving up all its post-election gains and then falling even 8 percent below its October 2016 level.

Local businesses which on average expected an increase of 8.5 percent in their future revenues in April have scale that expectation down to around 3 percent as of October.

Anecdotal information supports the data, as local companies which expected rapid passage of major legislation got dis-encharmed with the reality of Washington and had adopted more of a wait and see attitude.

The survey of Lehigh Valley Businesses shows that their general optimism which exploded up in January is gone and business



exceptions in the Valley has dropped below where it was in October of last year. Businesses clearly expected the congress to pass significant business friendly legislations early on. An expectation that was not fulfilled.

Should the tax bill pass

in a business satisfactory way, expectations will start to go backup. However, if the congress fails to delivery, again, there is no doubt that business sentiment will drop even further. 🌅

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## MAIN STREET INITIATIVES

Laurie G. Hackett, Air Products  
Chair, Chamber Foundation  
Main Street Lehigh Valley Grant Program  
610-481-6118 • [gostlelj@airproducts.com](mailto:gostlelj@airproducts.com)

The Chamber has over 30 active and engaged Councils and Boards – and it is our goal to visit every one of them to share information and updates on the Chamber Main Street Foundation. It is an incredible opportunity to get to know the volunteers from around the greater Lehigh Valley who spend time and energy working on the individual councils and chamber boards.

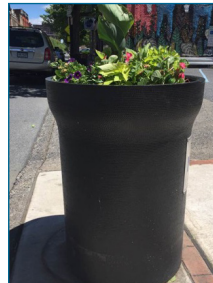
Lorie Reinert and I recently attended the Allentown Chamber Board, chaired by Patrick McNeilis, to thank members for their support and to provide details about the mission and work of the Chamber Foundation

for the past 10 years.

Each time we have a chance to take our show on the road, we are greeted with enthusiasm and support for the good work the Foundation is doing in communities around the region.

The Chamber Main Street Foundation is yet another way that your Chamber is working for you! And we are doing it by providing bike racks and signage and plantings and “Open for Business” flags...and many other things that support our Chamber members who are doing business around the Greater Lehigh Valley! 🌞

## Improving our Main Streets one project at a time!



**Photo 1-2:** The “open” flags and American Flag banners will create a sense of uniformity, along the Borough Main Street where the majority of businesses operate while retaining the small town feel that has always been strived for in the Borough.

**Photo 3:** The Memorial Library of Nazareth and Vicinity received main street grant funds to preserve and sustain the natural appeal of the library grounds around a newly constructed library parking lot on the north side of the building. The new parking lot will provide an additional ten parking spaces that will be visible from Route 191, which borders the library property. *Photos courtesy of Holly Bennett.*

**Photo 4:** The purpose of the landscaping project for the Nazareth Library is to provide an aesthetically pleasing grounds to barrier a much needed parking lot. It is a priority for the Nazareth Library Board, as well as the Executive Director to be responsible stewards of the library grounds and to preserve its reflection of our community. Landscaping the berms at the end of the newly constructed parking lot parallels the Chamber Foundation’s mission to “improve the appearance and vitality of every main street in the Lehigh Valley.” The proposed landscaping work will be visible to hundreds of motorists and pedestrians daily from U.S. Route 191.

**Photo 5-6:** Veterans Square/Council Chambers landscaping project in Nazareth was once hallowed ground – serving as the Drill Field for the Nazareth Hall Square Military Academy, now hosts Memorial Day Honors Service, is named to honor Nazareth’s military veterans and serves as the site for regular monthly borough business and committee meetings. Landscaping has been redesigned, with added accent stone and mulch to replace unwanted landscape plant materials and old railroad ties. Lorie Reinert, Chamber Foundation; Carl Fischl; Kevin Lott, LV Carpenters; and Laurie Hackett, Air Products.

**Photo 7-10:** The Bethlehem Southside Arts District planter project will improve the physical look of SouthSide Bethlehem. The Bethlehem Economic Development Corporation and Community Action Development Corporation of Bethlehem are working in collaboration to fund this project with the help of the Main Street Lehigh Valley Chamber Foundation grant. Work was done in cooperation with Lehigh University and community volunteers to paint and maintain the seventy-eight planters located throughout the commercial district for each seasonal change. *Photos courtesy of Missy Hartney.*

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### President's Roundtable Series

The Chamber's Tony Iannelli hosts a President's Roundtable with Talen Executive Vice President Thomas Gros at Hamilton Kitchen on October 25.

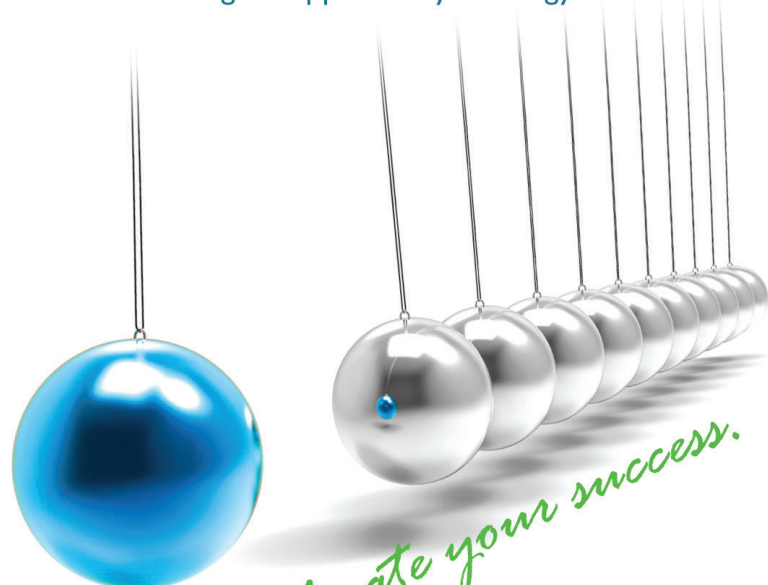




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## TRANSPORTATION COMMITTEE

Bob Dolan, PA Motor Truck Association,  
Lehigh Chapter; Board President  
Guest Writer; Transportation Committee  
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### Drive Safely Around Large Trucks

Truck transportation is a very important industry to everyone. Everyone depends on a truck daily for your needs. Look around you and everything you see was probably delivered by a truck. Without trucks there would be no food on the shelves of your favorite grocery store and no one to deliver all those most wanted items purchased from online merchants to your homes.

In Pennsylvania the trucking industry employs 1 out of 17 jobs in the state while paying \$2.2 billion dollars in federal and state roadway taxes. The industry pays 41 percent of all taxes owed by Pennsylvania residents even though trucks only represent 9 percent of all vehicle miles traveled in the state.

Large trucks do not operate the same as cars. They are large vehicles which take more time to slow down, more time to stop, and need more space on our roadways. They do not maneuver as well, need extra room to make turns, and have many blind spots.

Take a little time and learn some common mistakes motorists make around trucks and learn how to avoid experiencing these situations. Here are a few tips.

- Stay out of the blind spots or "no zones." Large vehicles have blind spots on all 4 sides of the vehicle. Be careful not to linger in these blind spots, either slow down or pass the truck, but riding along the sides of a truck can put you in those blind spots. Always avoid passing on the truck's right side as this is the largest and most dangerous area to be.

- Pass safely and do not cut in close. Trucks can weigh up to 40 tons and require a longer stopping distance than a passenger vehicle. Always avoid cutting directly in front of a truck since it does not allow the truck driver to have a

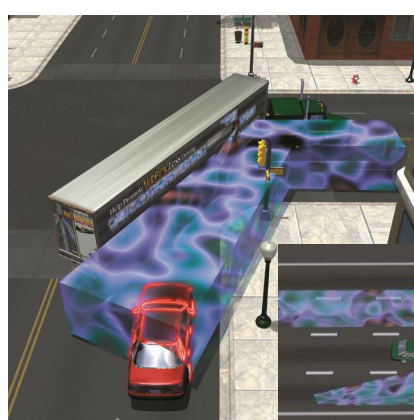
safe stopping distance and can put the car driver in a very dangerous situation. Road conditions such as rain, snow, or ice increase stopping distances even more.

- Tailgating a truck presents many dangers. First, you are in a blind spot. Trucks are usually 8 1/2' wide while a car is approximately 6' wide. When tailgating behind a truck you have no visibility of traffic conditions because the only thing one can see is the rear door of the trailer. Any conditions which could cause the truck to come to a stop would take away your own safety cushion and be very dangerous. Trucks have a high ground clearance and therefore can straddle debris, such as wood, rubber chunks, or even orange cones on the roadways which a car could not clear and have no time to react before hitting the front of your car.

- Avoid the right turn squeeze play. Trucks need extra turning room at intersections. Stay back and allow the truck to maneuver through the turn. Always stop behind the white lines at intersections giving the truck space to safely complete the turn.

- Avoid the "looming effect." Because of the large size of the vehicle, a truck often will appear to be moving at a slower speed than it actually is. Imagine watching an airplane take off the runway at an airport. Typical air speed at take-off for a jetliner is in the 150-180 MPH range, although they do not appear to be moving that quickly. The same applies to a large truck. When a car is entering an interstate and the truck is approaching, collisions can occur because the driver of the car doesn't realize how quickly the truck is approaching because its speed is underestimated.

Following these few simple tips will help you share the road safely with trucks on our highways. We all need to partner together to be responsible and to put safety first. 🌟



## PUBLIC POLICY COMMITTEE

John Hayes, New Tripoli Bank  
Chair, Public Policy Committee  
[jhayes@newtripolibank.com](mailto:jhayes@newtripolibank.com) • 610-628-1680



Tax Reform is one of the hottest topics in Washington right now no matter your political persuasion. As of the date of this submission, Republican leadership in the House has just introduced the "Tax Cuts and Jobs Act." Given the partisan realities of Washington these days, as potential tax reform moves forward, this will be an interesting process to follow.

One of the roles the Chamber fills is to help its members understand what proposals by our legislators mean to the business community. Toward that end, the Chamber held an excellent live taping of Business Matters in mid-November, with Tony Iannelli talking tax reform with U.S. Senator Pat Toomey.

The Senator has been consistent in his belief that our tax system needs serious reform and simplification, and will make the United States a competitive place to do business and expand opportunity for all

Americans. Simplifying the code, lowering marginal tax rates, and eliminating special interest loopholes will promote domestic economic growth, create jobs, and raise wages.

From a business perspective, the Chamber supports tax reform that provides true tax relief in a financially sustainable manner. Our country's current corporate tax rate of 35 percent is one of the highest in the developed world, far higher than the average 25 percent rate of our economic competitors. Also, given that a large number of small businesses are S-Corporations, relief on personal tax rates is crucial to small business owners as well.

Thank you, Senator Toomey, for your time and commitment to this issue.

We are happy to see movement on tax relief, and hope that all our elected officials work together to achieve real reform that works for all Americans. 🌟



## CHAMBER SEEN! BUSINESS MATTERS WITH SENATOR TOOMEY

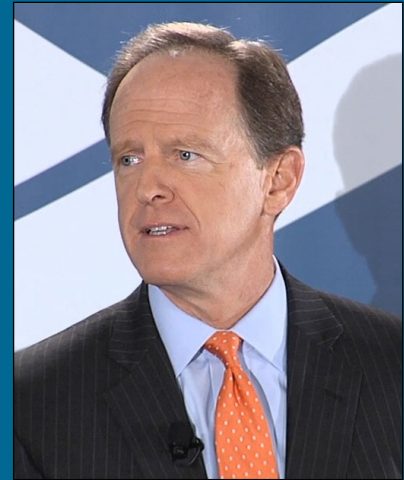
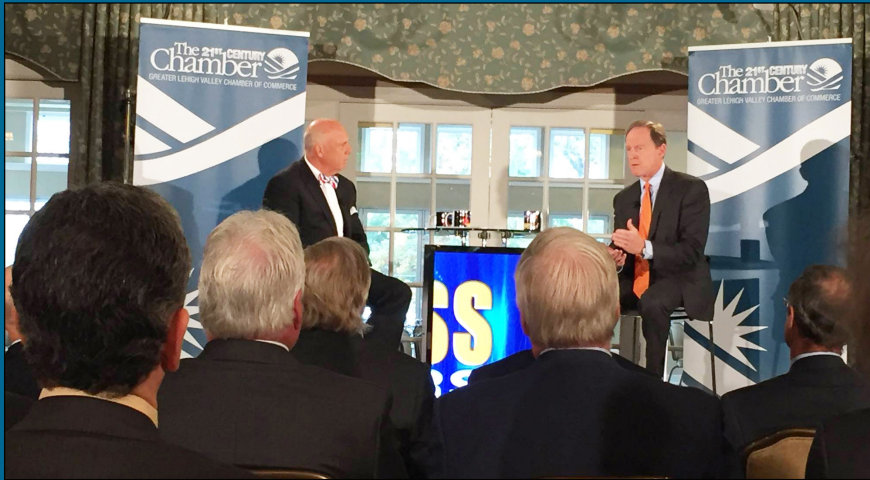
**Photo 1-2:** The Tax & Regulatory Committee was proud to hold a *Business Matters* taping with special guest U.S. Senator Pat Toomey and host Tony Iannelli.

**Photo 3:** The crowd listens to Senator Toomey's Washington DC Update.

**Photo 4:** Host supporter Andy Wright of Lehigh Valley Acura Honda Hyundai welcomes the crowd to the Lehigh County Club.

**Photo 5:** Jeff Berdahl of RLB Accountants and Chamber's Tax and Regulatory Committee Chairman.

**Photo 6:** Bruce Heugel, of B. Braun Medical Inc. the presenting supporter introduced U.S. Senator Pat Toomey.



### Chamber Executives on the Move!



Chamber COO Frank Facchiano has been appointed to the Lehigh-Northampton Airport Authority Board of Governors. Facchiano will represent Lehigh County and replaces John Crampsie, who passed away in August. Facchiano has been a member of the Lehigh Valley International Airport Air Service Focus Group since 2011 and serves as Co-Chairman.



Executive Vice President of The Chamber's Northern Region, Marlyn Kissner, was recently presented with a Valued Partner Award from The Pocono Mountains Visitors Bureau for her overall commitment in supporting tourism in the Poconos. Her dedication and communication efforts, especially over the past few months, have been vital to the organization.



Executive Vice President of Government and External Affairs Michelle Griffin Young was named the Girls Scout's 2018 Take the Lead Lehigh Valley Award Winner. She was nominated by Laurie Gostley Hackett of Air Products for exemplifying Courage, Confidence and Character!

### Capital BLUE

It's that time of the year when we look to help those in need and make the holidays brighter for children and their families. Capital BlueCross is once again teaming up with The Coco Foundation for its annual holiday toy drive. The effort collects hundreds of toys and gifts for children with cancer across the Lehigh Valley.

The Coco Foundation is a nonprofit organization that provides resources and support to individuals, families, and friends impacted by pediatric cancer. It was started by a Lehigh Valley family whose daughter Coco was diagnosed with leukemia when she was three months old. Coco survived her battle with cancer, and remains in remission.

The Capital Blue health and wellness center at the Promenade Shops at Saucon Valley will host a toy sorting night benefiting the Coco Foundation on Dec. 18 from 5 to 8 p.m. Capital Blue employees and volunteers will sort and pack

the gifts, which will be shipped to multiple children's hospitals. Pediatric cancer patients will receive them during the holidays and throughout the year.

The festive event will include holiday music, healthy snacks and hot chocolate. Once the toys are ready to go, they will be loaded onto trucks outside Capital Blue. The toys will be delivered to children's hospitals including: The Children's Hospital at Lehigh Valley Health Network, The Children's Hospital of Philadelphia, St. Christopher's Children's Hospital, Janet Weis Children's Hospital, and Stoney Brook Children's Hospital.

Anyone can drop off toys at the Capital Blue health and wellness center from now until Dec. 18, or you can donate at one of the many locations around the Lehigh Valley. To find one near you, or to volunteer to sort and load the toys on the evening of Dec. 18, visit [www.cocofoundation.org](http://www.cocofoundation.org).





## MANUFACTURING COUNCIL

*Jack E. Pfunder, Manufacturers Resource Center  
Chair, Manufacturing Council  
610-758-5596 • jack.pfunder@mrcpa.org*

### "Strategic Trends in Manufacturing"

The Manufacturing Council of the Lehigh Valley Chamber was developed with the mission of helping local manufacturers to stay informed in a fast-changing industry. Our upcoming Summits will cover trends in Lean, Digital Technology, and Sustainability.

Over the past 20 years lean has become a cornerstone in the transformation of manufacturing. It is a never-ending quest to remove waste from any process, and lean manufacturing is more important than ever. We will be investigating trends in the industry and what changes will be coming. We have all heard about the changes relevant to Industry 4.0, also known as the Digital Factory, but these are all predicated on one assumption, a Lean Culture. The shop floor of the future is already committed to Lean as a given. Without an existing Lean Culture, the potential efficiencies can never be achieved.

In a recent article in Modern Machine Shop it states "Lean manufacturing and digital technology are moving in the same direction,

with common aim and purpose. If implementing lean practices can be described as a journey, then the route this journey takes should be in line with the path to data-driven manufacturing. Digital technology enables lean, while lean methodology is the steering mechanism that keeps digitalization on course."

Our second Summit will investigate Strategic Sustainability, (Green). For years this has been a buzzword that started with the false image of "Tree Huggers" but has grown these past 10 years to be a very important strategic strategy for companies. How can it be leveraged to make and save money and improve your company's image? How can it be used to influence the millennial workers to come work for you, but more important, stay with you?

In the coming months our Summits will explore these trends. Digital Technology, Lean and the new Sustainability Cultures will be discussed by local companies and why they are committed to these issues and their role in future growth.



## ENERGY & ENVIRONMENT COMMITTEE

*Marc Troutman, Met-Ed, a FirstEnergy Company  
Guest Writer, Energy & Environment Committee  
(610) 250-2811 • mtroutman@firstenergycorp.com*

In September I met with the Energy and Environment Committee to discuss nuclear plants and why they are critical to Pennsylvania's economy & environment. Recently the committee asked me to share that discussion with you.


Nuclear power is clean, safe, reliable and affordable electricity that generates economic and environmental benefits for everyone. Schools, shops, hotels, restaurants, banks, community centers and homes benefit from the dependability that nuclear provides.

Maintaining a diverse energy portfolio is critical to improving Pennsylvania's economy, protecting the environment and ensuring a resilient electric system. The state's five nuclear power stations represent 38 percent of the state's energy portfolio and more than 90 percent of its clean, carbon-free power.

With onsite fuel supplies of up to 24 months, nuclear plants can run 24 hours a day, 7 days a week without interruption due to severe weather

or events that disrupt fuel delivery. These plants create more than 16,000 Pennsylvania jobs while contributing approximately \$2 billion to the state's gross domestic product each year. In addition, they are responsible for more than \$69 million in tax dollars each year that fund vital community services.

Despite their clear benefits, many nuclear plants are facing an uncertain future due to federal market rules that do not recognize their total value. Continued operation of Pennsylvania's nuclear plants is necessary to enrich our communities and provide for a resilient energy future.

Recently, a coalition of businesses, consumers, industry employees, and leading academics called "Nuclear Powers Pennsylvania" has been formed to educate Pennsylvanians about the benefits of nuclear energy and the value it brings to the state. Visit [www.nuclearpowerspennsylvania.com](http://www.nuclearpowerspennsylvania.com) to learn more and to join in this important effort. 

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Workforce Board Lehigh Valley  
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Visit  
[lehighvalleychamber.blogspot.com](http://lehighvalleychamber.blogspot.com)  
every week to read  
Nancy Dischinat's Blog!

# WorkforceBoard Lehigh Valley presents An Inside Look at Ocean Spray

Workforce Board Lehigh Valley is on a mission to showcase business and industry in the Lehigh Valley to employers, elected officials, educators, and community partners. On November 16th, Melissa Marsh the Human Resources Administrative Assistant at Ocean Spray welcomed over twenty community members to tour the Ocean Spray manufacturing facility in Breinigsville.

Please visit their website to read that "Ocean Spray Cranberries, Inc. is an Agricultural Cooperative that is owned by more than 700 cranberry and grapefruit growers throughout the United States, Canada and Chile. Formed in 1930, Ocean Spray is now the world's leading producer of cranberry juices, juice drinks and dried cranberries and is the best-selling brand in the North

American bottled juice category. The cooperative's cranberries are currently featured in more than a thousand great-tasting, good-for-you products in over 100 countries worldwide.

The Ocean Spray Manufacturing network includes nine owned and operated processing and bottling facilities in Massachusetts, Pennsylvania, Wisconsin, Texas, Nevada, Washington and Lanco, Chile. All our facilities are committed to world-class safety and teamwork."

The Breinigsville facility started construction in 2012 and two years later the doors opened with state of the art technology manufactured specifically for Ocean Spray. The Lehigh Valley plant is responsible for 40% of the production of Ocean Spray beverages in North America.

David Weidler, Supply Chain Manager; Michael Quaglia, Accountant; and Richard "MAC" McMahon, Plant Production Manager emphasized that the team of 190 employees at Ocean Spray is not a bunch of button pushers, they have problem solving, supply chain management, quality control, quality assurance and many more workforce skills. Ocean Spray individually on boards each employee to ensure quality assurance, and increase problem solving skills. After 6 months of training, employees are trained to perform in each sector of the plant.

Ocean Spray is a conscientious employer in the Lehigh Valley who created an open door policy with community members to educate and showcase the jobs and products

produced at the Breinigsville facility. There are many impressive facts about this company and their commitment to their growers, employees, the environment and our community. Being a land free facility is no easy task. They work to ensure everything from cardboard to plastics to paper and liquids are recycled and handled responsibly.

Stay tuned, and watch for our next tour showcasing business and industry in the Lehigh Valley. It could be your company! The Workforce Board is determined to tell everyone: Where are the jobs? What are the skills? What are the education/training requirements? If you are interested in joining us, or being the next tour, contact me...and I will save a hard hat for you. 🌟







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\*The Chamber Health Marketplace is open to Chamber members who employ between 2 and 50 employees. Visit [thechamberhealthmarketplace.com](http://thechamberhealthmarketplace.com) for complete eligibility details.



## AMBASSADORS COUNCIL

*Julie Knight, Financial Advisor; Morgan Stanley  
Chair, Ambassadors Council  
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### How to Get the Value out of your Chamber Membership

*Interview with Melissa Yingling, Marketing Specialist at Blue Mountain Resort*

#### Why did you originally get involved with the Chamber?

I started getting involved with the Chamber in the summer of 2016. As a Marketing Specialist at Blue Mountain Resort, it was the perfect way to network and make connections both professionally and personally. Initially, I was using it as a way to make connections for business reasons and quickly learned just how beneficial it was to me growing as a professional and as a leader.

#### How did you get involved?

Initially, I got involved with the Young Professionals Council. After attending some events, I felt like there were other ways to get involved that were a better fit. I graduated from the Leadership Carbon Class in May of 2017 and learned that building relationships is something that I'm very passionate about. Because of that, I am really excited to be joining the Ambassador Council – helping other members make the most out of their membership!

#### How have you benefited from

#### being a Chamber member?

I have made some great connections through the Chamber that have helped both personally and professionally. And, fortunately, a lot of these connections have turned into friendships! Also, because of these connections, I've been able to excel as a marketing professional in the Lehigh Valley – fostering relationships with other decision-makers that have proved to be beneficial in many of the roles I assume.

#### How have you gotten the value out of your membership?

Because Blue Mountain Resort is a member of the Chamber, I've been exposed to experiences I wouldn't otherwise have had. For example, I was nominated to join the Leadership Carbon class of 2017 – representing Blue Mountain Resort in the program. While this was helpful to meet other members of the local community from a variety of organizations, I learned a lot about myself, my leadership style, and how to channel my passion and energy into helping my local community. The best part

about this is that I am representing Blue Mountain Resort, uncovering opportunities that help our business, while also growing as a young professional.

#### What do you wish new members knew about Chamber Membership?

You get out of it what you put into it. Blue Mountain Resort has been a Chamber member for a while. But it was through my own personal drive and ambition that I chose to utilize that membership – attending events like happy hours and lunch and learns. These events have provided some great information that I've been able to bring back to Blue Mountain Resort, but they've also helped me grow as a young professional. The Chamber's main goal is to help local business thrive – but the people of those organizations are what will make the difference.

#### How do you recommend others get involved to get the value out of their membership?

GO TO THE EVENTS! I cannot say

this enough! When I was researching how to get involved, I started on Facebook – keeping an eye on what events were coming up that were most interesting to me. From there, I made some connections that helped me to get more involved and here I am!

#### What do you hope to gain from your continual involvement with the Chamber?

I hope to continue to improve my networking skills, making strong connections with like-minded individuals that are passionate about making our community a better place. I hope that my involvement in the Ambassador Council will foster new relationships but will also give me the platform to help others understand and best utilize their membership. Most importantly, I'm looking forward to helping make others feel comfortable and welcome – nothing is worse than breaking into something new and feeling completely out of place! 🌟

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## AFRICAN AMERICAN BUSINESS LEADERS COUNCIL

Marc Troutman, Met-Ed, a FirstEnergy Company  
African American Business Leaders Council Vice Chair  
(610) 250-2811 • [mtroutman@firstenergycorp.com](mailto:mtroutman@firstenergycorp.com)

Happy Holidays to All! As we close out another year let us briefly reflect on the past and plan for the future. The African American Business Leaders Council board is looking ahead to 2018 and working very hard to plan a robust agenda for the

coming year. A mix of education, information, enlightenment and entertainment can be expected. Ever present on our minds and agenda will be diversity and inclusion. We look forward to seeing you soon. 🌟



## HISPANIC CHAMBER

Victor Salicetti, AmericaVen  
Chair, Hispanic Chamber of the Lehigh Valley  
610-849-0474 x4911 • [vsalicetti@americaven.com](mailto:vsalicetti@americaven.com)

"Where did 2017 go! It's hard to believe the Holiday Season is here already. Each year that passes has its own character, with many challenges, and a few low points, but more often than not, they are also a few high points which bring us joy. As I look back over these past twelve months, I know that it has been a great year for our Chamber and our community.

In this busy time of year, I encourage you to take a few moments to count your blessings. We all have so much to be thankful for including our Chamber, community, businesses, family and friends. Being an immigrant from Venezuela, and a US citizen, I still cannot believe how lucky I am to live, work and be a part of the Lehigh Valley in the U.S.A. The

holiday season is a time for reflection and a renewal of hope for the future. May we always be ever mindful of the spirit of caring, sharing, love and generosity of the holiday season and do our best at all times as we seek to develop as an organization, expand our businesses and grow as individuals, contributing in whatever capacity for the benefit of the Lehigh Valley community.

On behalf of the Chamber and our board of directors let me end by thanking you for your support, and pledge to work even more persistently for our Chamber in 2018. We wish you a safe and very happy holiday season and a New Year filled with health, peace, joy and prosperity." 🌟

# Have Yourselfie A Merry Little Christmas.

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## Thanks to all who attended our Hispanic Chamber Gala!

## CHAMBER SEEN! HISPANIC CHAMBER GALA

Photos courtesy of:  
Diane Fleischman, The Valley Ledger

The Hispanic Chamber of the Lehigh Valley hosted the 2017 Hispanic Chamber Gala on November 3 at ArtsQuest MusikFest Cafe.

**Photo 1:** Guests dancing the night away!

**Photo 2:** Lifetime Achievement Award Recipient, Pedro Cortés Former Secretary of Pennsylvania, giving his award acceptance speech.

**Photo 3:** Hispanic Community Hero Award Recipient, Dr. Leonardo Claros with St. Luke's University Health Network.

**Photo 4:** Entertainment for the night, The Lehigh Valley Latin Urban Orquesta.

**Photo 5:** Hispanic Community Hero Award Recipient, Paula Paredes with AT&T.

**Photo 6:** Special thank you to our Gold Sponsor, The Equinox Agency, LLC.

**Photo 7:** 2017 Hispanic Leader of the Year, Norma Nuñez-Ruch with the Allentown Symphony Association, accepting her award!

**Photo 8:** Guests dancing.

Special thank you to our venue sponsor, ArtsQuest!





**LGBT Business Council:****Stay Connected with our Council!**

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Instagram: LGBTBusinessCouncil

**Do you want to show your support for the LGBT community?****PROUD SUPPORTER**
**LGBT Business Council**  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

The LGBT Business Council of the Greater Lehigh Valley Chamber of Commerce will be mailing out "Proud Supporter" window decals to any business who signs the LGBT Business Pledge.

Reading and signing the pledge shows you believe your business is enriched by the inclusion of LGBT people. By placing the LGBT Business Council's decal in your window, you show you will create a "safe space" for the LGBT employees and community.

Not a business owner? Ask one to sign on!

For more information,  
contact [JessicaC@lehighvalleychamber.org](mailto:JessicaC@lehighvalleychamber.org)

**LGBT BUSINESS COUNCIL***Jonathan Huerta, Esquire**King, Spry, Herman, Freund, & Faul, LLC**President, LGBT Business Council**610-332-0390 • [jhuerta@kingspry.com](mailto:jhuerta@kingspry.com)*

As I was recently shopping for a new suit to wear to the Hispanic Chamber's Annual Gala – yes I need a new suit for every event, leave me alone - I was reminded of the power of partnership. I have gone to their Gala almost every year since I became a member of the Greater Lehigh Valley Chamber of Commerce. Every year it gets bigger and better and every year there are new faces from other councils of the Chamber. Surely their Gala is a testament to the power of partnership that the Chamber provides. s

In a similar manner, the LGBT Business Council is a beneficiary of the GLVCC's breadth. The GLVCC is the 7th largest Chamber of Commerce in the United States, and features councils that could not hope to exist in other chambers...the LGBT Business Council is a prime example. Not only does this permit our programs to cast a wide net, it also allows us to do something few other LGBT Councils can; partner with other great diversity and business related councils. In November we had a very successful HALO (Helping and Leading Others) event at Bonefish Grill in Whitehall. The LGBTBC was ecstatic to work with the chamber's newest merger, the Whitehall Area Chamber of Commerce. Through the partnership, we were able to not only network with a completely new set of business professionals and community stewards, but also give back by collecting donations and

District's Snack Pack Pals. Without the Chamber's continuing growth, the LGBT Business Council could not have reached this audience with such ease.

Since I became the LGBT Business Council's President, I include my contact information in every Connections' post. In my first post I asked the LGBT community to reach out to me with suggestions or comments on how the Council was doing. In my second post I asked individuals interested in coming to our events, but afraid to go alone, to reach out to me for a buddy. This time, I am reaching out to all Chamber Councils asking them to reach out to me if you want to illustrate the Power of Partnership and plan a joint event, but hurry, our 2018 calendar is filling up fast.

As a last plug for the power of partnership, we are a little over three months away from our 2nd Annual LGBT Business Summit. Join the LGBT Business Council on March 6th at Moravian College. Our keynote speaker is Eric Alva, the first Marine seriously injured in the Iraq War, who stood next to President Obama as he signed the Don't Ask Don't Tell Repeal Act of 2010. Also featured will be Amber Hikes, the new executive director of the Office of LGBT Affairs for the City of Philadelphia, where she develops policy and serves as the principal adviser to Mayor Kenney on issues that affect the LGBTQ community. 🌈

# Sunday Brunch with the LGBT Business Council

Sunday, December 10th | 11:00AM-1:00PM



You're invited to join the LGBT Business Council for Sunday Brunch at Maxim's 22 in Easton. Mix and mingle while enjoying a delicious buffet.

All guests will receive a 30% off discount code for tickets to the 2PM showing of *The Nutcracker* at the State Theatre immediately following brunch.

**\$25 admission includes buffet and ticket discount**  
 RSVP to [JessicaC@lehighvalleychamber.org](mailto:JessicaC@lehighvalleychamber.org)

**LGBT Business Council**  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

**POSTNET**




# Get Social!

- Send us your press release for #membernews!
- Be our #memberoftheday

Tag @Lehigh Valley Chamber!



LGBT Business Council Rainbow Bar Crawl in honor of National Coming Out Day. Photos courtesy John DelGrosso Photography.





## NONPROFIT & BUSINESS PARTNERS COUNCIL

Lori Richardson, Haven House  
Nonprofit & Business Partners Council Chair  
610-433-6181 x214 • lrichardson@haven-house.com

The Holiday season is upon us! The Nonprofit and Business Partners Council Board wishes each of you a wonderful month of celebrations, remembrances and sharing with others. In addition to all of the festivities, there are always many opportunities to get involved with volunteering or giving back to your community. Check out our facebook page in December for some simple ideas for home or at work that will provide a great benefit in the upcoming months to others in need.

In the meantime, our event committees have been working diligently to organize the upcoming programs:

•REGISTER NOW! On December 6 from 5:30-7:30 p.m. at Moravian College we will present "Board Leaders of Tomorrow," a combined event with Young Professionals Council, to discuss value and challenges of volunteerism for young professionals and their employers as

well as building skills and experience to become the leaders of tomorrow. Nonprofits will be present to connect with young professionals interested in getting involved.

•On February 23 from 11:30 a.m.-1 p.m. at Hotel Bethlehem, we present "Will Work for Sponsors Luncheon," a combined event with AFP, Eastern PA Chapter, to dig into the issue of how to create meaningful sponsorships that are beneficial to businesses, funders and donors, and further develop those relationships

• On April 25 from 8 a.m.-12 p.m. at Moravian College, we host The 5th Annual "Collaboration Conference," a signature event for our Council! This is our five year anniversary event and will feature the collaboration award, funders fair, keynote Vu Le who will bring a powerful message on equity, diversity and inclusion.

Please join us and become a "regular" as we move into year six of this Council. Happy Holidays! 🌟



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For more information on the EITC Tax credits, visit <https://dced.pa.gov/programs/educational-improvement-tax-credit-program-eitc/>



# BOARD LEADERS OF TOMORROW



**Moravian College  
Payne Gallery  
December 6th 2017  
5:30-7:30pm  
\$10 member  
\$20 future member**

Join the Nonprofit & Business Partners Council, Young Professionals Council, and the Volunteer Center as they discuss the importance of an age diversified board, developing the next generation of leaders, and issues young professionals face when looking to volunteer. Nonprofits will be present to connect with young professionals interested in getting involved. Network, eat, drink & bridge intergenerational gaps! RSVP:

JessicaC@LehighValleyChamber.org





## SMALL BUSINESS COUNCIL

Ira Wolfe, Success Performance Solutions  
Masterminds Committee Member  
800-803-4303 • iwolfe@super-solutions.com

Just about a year ago, I joined a new MasterMinds group. In my opinion it's the most underutilized but highest ROI benefits the Chamber offers. It's puzzling to me why more members aren't taking advantage of this opportunity especially when so many of the most successful small business executives and owners participate in a Chamber MasterMinds Group.

### What is required to join?

Unlike other MasterMinds groups, joining a Chamber group costs nothing additional – it's included in your Chamber membership. I belong to several MasterMinds groups and pay monthly fees ranging from \$79 to \$249. As I said, it's puzzling why more members don't take advantage of this free benefit.

While the financial obligation is a bargain, participation is not completely "free."

Joining a MasterMinds group does require commitment. Our group started with nine members but

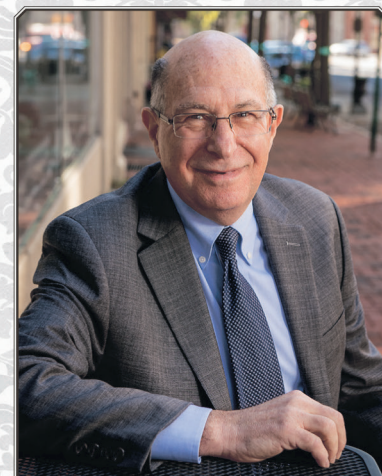
quickly shrunk to six core members. The success of any MasterMinds group depends on all parts making it whole. Each member depends on each of the other members showing up, especially when one of the members needs counsel or help. (In other words, you can't show up only when you have a problem!)

There is no magic formula that we follow. Each group has its own unique character and culture. Each determines its meeting frequency, agenda and guidelines for participation.

As you might imagine, it took a few months until we got comfortable sharing both personal and professional challenges with each other. Trust takes time to develop. We're still a work in progress but each month we experience much more meaningful discussion because the trust between us keeps growing.

If you're interested in joining or starting a MasterMinds group, call Danielle at (484) 226-0128. 🌟

## Rachel Amelio Photography



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Hear Ye!



# Snow Ball

A NIGHT IN CAMELOT

All ye kings and queens! Knights and nobels!  
The honour of thy presence is requested  
for feasting and merriment!

**FEBRUARY 10, 2018 6-11PM**

**Sands Bethlehem Event Center**

TICKETS: [JessicaC@Lehighvalleychamber.org](mailto:JessicaC@Lehighvalleychamber.org)  
or 610.295.9824

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Sponsorship Opportunities Available! Contact Frank at [frankf@lehighvalleychamber.org](mailto:frankf@lehighvalleychamber.org)

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# New Member Spotlight

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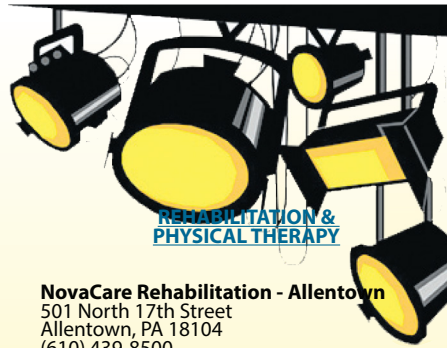
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4:00 - 5:00 PM

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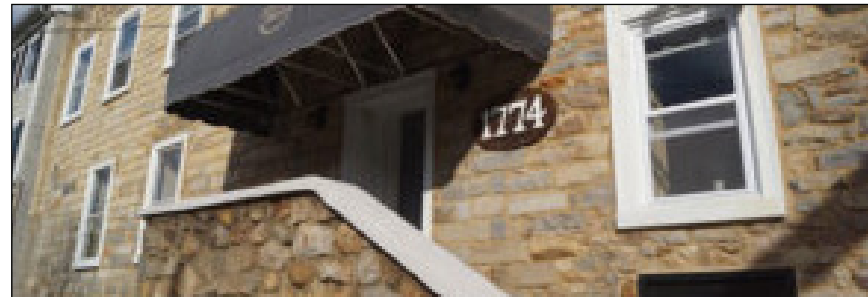
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## WOMEN'S BUSINESS COUNCIL

Gladys Wiles, Snyder & Wiles, PC  
Chair, Women's Business Council  
610-391-9500 • [gladys@snyderwileslaw.com](mailto:gladys@snyderwileslaw.com)

With the holidays around the corner, now is a great time to think about setting goals. Achievers in all fields set goals. Goals give you direction and take you forward in life while keeping you focused. Daily and long-term personal and professional goals are essential in accomplishing what is important to you. Some keys areas to remember are to set goals that motivate you. There needs to be value in achieving it. Write down your goals and have them visible for you to see every day. This helps keep you accountable, focused, and motivated. Remember, goal setting is turning the invisible into visible; dreams into reality.

Flip-flopping between divergent goals will set you adrift and you will find yourself falling fall short of

any goal. Some things to consider when setting your goals are to determine what it is that you want and start somewhere. A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true. Record your milestones. Every step counts! No matter how small, every accomplishment should be celebrated. And, every failure should be a lesson.

I encourage every woman to have goals and be the best they can be. If you don't know where you're going, you'll never get there. Be sure to include the WBC events and luncheons as part of your goal setting action plan and see how we can help you reach your dreams. 🌟

## Your Chamber is Making Headlines!

Visit: [LehighValleyChamber.org](http://LehighValleyChamber.org) & click on Chamber News under About Us.



# Come out to our next event!

[lehighvalleychamber.org/events](http://lehighvalleychamber.org/events)

## WOMEN to WOMEN

MENTORING CIRCLE



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Distribution  
Channels & Labor  
Relations,  
Capital BlueCross



**Leah Breisch**  
Title IX Coordinator  
and Compliance  
Officer,  
Moravian College



**Pam Deller**  
Publisher,  
Lehigh Valley  
Style



**Michelle Landis**,  
founder and principal  
of Pinnacle 7, Inc.,  
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**Olga Negrón**  
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CONTACT [daniellej@lehighvalleychamber.org](mailto:daniellej@lehighvalleychamber.org) for a nomination form DEADLINE 10/31

Women's  
Business Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE



[LehighValleyChamber.org](http://LehighValleyChamber.org)

# Annual Holiday Breakfast

Friday, December 15, 2017

Doors Open: 7:30 am

Program: 8:00 am - 9:00 am

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Women's  
Business Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

[LehighValleyChamber.org](http://LehighValleyChamber.org)





# CHAMBER SEEN! WBC ATHENA AWARDS

Photos courtesy of:  
John DelGrosso Photography

The WBC hosted The ATHENA Awards on October 17 at the State Theatre in Easton.

**Photo 1:** Anne Baum and Gary St. Hilaire, Capital BlueCross; Laurie Siebert, Valley National Financial Advisors; Lindsey Knupp, Lehigh Valley IronPigs; Laura Azzalina, Firsttrust Bank; Gladys Wiles, Snyder & Wiles, PC.

**Photo 2:** Past ATHENAS enjoying the reception together: Elaine Pivinski, Franklin Hill Vineyard; Rosalin Petrucci, J.G Petrucci Co. Inc.

**Photo 3:** Brinda Vyas, Judianne Harris, Matthew Petrozelli, Thomas Riddle, Elizabeth Kostelnick, with Valley National Financial Advisors.

**Photo 4:** CEO of the Chamber of Commerce, Tony Iannelli, posing with our 2017 ATHENA Award recipients: Laurie Siebert, Valley National Financial Advisors; Lindsey Knupp, Lehigh Valley IronPigs; and Gary St. Hilaire representing Capital BlueCross.

**Photo 5:** Two singers opening up our ATHENA Awards Ceremony from Greater Shiloh Church.

**Photo 6:** Jeffery Draluck, Lehigh Valley IronPigs; Carla Hickey, Girl Scouts of Eastern PA; Laurie Siebert, Valley National Financial

**Photo 7:** ATHENA Attendee, Karen Bloxam and Jessica Kehoe, Dandelion; Kim Rose, Third Street Alliance for Women and Children.

**Photo 8:** Lois DuPlessis, Alicia Bleach, Audrey Hightower, Richard Williams.

**Photo 9:** Maryann Riker selling some of her handmade jewelry during cocktail hour.

**Photo 10:** Kimberly and Kari Holmes and Desiree Ventuereira, Cactus Blue Mexican Restaurant.

**Photo 11:** Congratulations to all of our 2017 ATHENA Recipients: (left to right) Lindsey Knupp, Lehigh Valley IronPigs; Laurie Siebert, Valley National Financial Advisors; Gary St. Hilaire, accepting on behalf of Capital BlueCross.

**Photo 12:** Laurie Siebert with Valley National Financial Advisors, accepting her award 2017 ATHENA Leadership Award.







## YOUNG PROFESSIONALS COUNCIL

Stephanie Yachim, Crayola  
President, Young Professionals Council  
610-253-6272 x4115 • syachim@crayola.com

The holiday season is upon us! Although our YPC members are in the spirit of giving back all year long; there's not a more fitting time than now to host an event centered around philanthropy. Do you have the interest in giving back to a nonprofit organization but not sure where to begin? Who to contact? What about the opportunity to serve on one of their boards; where you can really make a difference in how that charity can impact the community it serves?

Find out by joining us on December 6th at Moravian for a partnership event with the Nonprofit Council. You will get to hear from a panel who can help you start the process and REALLY understand why and how to get involved. We will then give you time to meet with area organizations 1:1 to start the conversation!

December also brings us our BIGGEST meet & greet of the year – our 4th annual Hotel Bethlehem holiday event on December 20! Register before we hit max capacity. Remember to bring canned goods for our donation collection to New Bethany Ministries.

We may be in the middle of our fiscal year; but I wanted to reflect on an amazing time the YPC had in 2017! We held our first annual benefit; further highlighting our council's success in making an impact in our community. There were opportunities to learn from our area's leaders, tour the latest developments in two of our downtowns, and educate members on a wide array of topics from wellness, to finance, to technology!

Watch out 2018 – There's much more from us in store! 🌟



10/3 YPC & EACC Easton Restaurant Revitalization Tour. Photos courtesy of John DelGrosso Photography.

**Photo 1:** Jaime Karpovich, Caitlin Schultheis, and Phil Osborne, Digital Feast.

**Photo 2:** Guests mix and mingle on the rooftop of OAK Steakhouse, the first stop on the tour.

**Photo 3:** Jessica Collazo, The Chamber; Stephanie Yachim, Crayola; Mayor Sal Panto; Lauren Spence, The Chamber; Mark Mulligan, VM Development; Angela DelGrosso, The Chamber; Luis Campos, City of Easton; Laurie Nelson, The Chamber.

## Young Professionals Council Stay Connected with our Council!

Lehigh Valley Chamber Young Professionals Council  
 LehighValleyYPC  
 Lehigh Valley Young Professionals Council

## HOLIDAY MEET & GREET

December 20th 5:30-7:30  
Hotel Bethlehem



Hotel Bethlehem hosts the YPC's Holiday Meet & Greet Mixer!  
Free admission includes complimentary appetizers and drink specials.  
Canned food donations will be accepted for New Bethany Ministries.

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Young Professionals Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

RSVP to Jessica@lehighvalleychamber.org

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**Alison Pickel**  
SVP Member Relations  
[alisonp@lehighvalleychamber.org](mailto:alisonp@lehighvalleychamber.org)

**Gina Martens**  
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[ginam@lehighvalleychamber.org](mailto:ginam@lehighvalleychamber.org)



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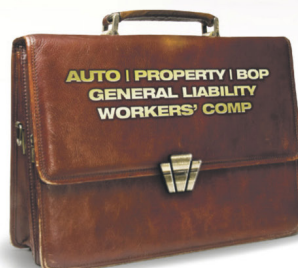
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## ALLENTOWN CHAMBER

Patrick McNealis  
Patrick McNealis Insurance and Financial Group  
Allentown Chamber Chair  
610-433-6854 • patrick.mcnealis@nationwide.com

### Take Time to be Thankful

The majority of the time we need to focus on our business and our financial bottom-lines and then there are times when we need to reflect and just be thankful for what we have – our health, our success and hope for the future. Not to get too philosophical, but as small business owners every decision we make can make or break us and keeping a watchful eye on our financials is always a smart thing to do. But, we also need to balance caring for our future and giving back to those less fortunate – that is equally important in life, as well.

We all know that the holidays can be a stressful time for many people and it is easy to allow yourself to become downhearted by the negativity that is out of your control. We need to remind ourselves to be thankful for all that we have and do all that we can to support our communities and the programs that are important to us.

One thing, I always do each holiday season is give thanks for

my family, friends and business associates and try to take advantage of one of the many local events taking place in my community. Look them up on [lehighvalleychamber.org/](http://lehighvalleychamber.org/) under the events tab/community calendar. Many of these events are free to attend and it is a good feeling to give back. It can be very rewarding to show local merchants that you appreciate them by taking advantage of their sales and services.

You can also support the local economy through the “Buy Lehigh Valley” initiative. This program encourages businesses to shift 5 percent of their out-of-area spending to local spending. This small shift in spending, if all local businesses were to participate, could grow the local community by more than \$100 million dollars. Learn more about Buy Lehigh Valley at [lehighvalleychamber.org/buy-lehigh-valley.html](http://lehighvalleychamber.org/buy-lehigh-valley.html).

So, enjoy life this wonderful time of the year, give thanks and give back!



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# First Monday

Join us for a holiday celebration at BB&T!  
Food, drinks & a visit from **Santa!**

December 4th, 5-7 PM  
835 Hamilton Street, Suite 100, Allentown  
RSVP: [elizabethr@lehighvalleychamber.org](mailto:elizabethr@lehighvalleychamber.org)

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DOWNTOWN ALLENTOWN

# Tree Lighting

CELEBRATION

**THURSDAY  
December 7th**

4pm to 6:30pm

[www.downtownallentown.com](http://www.downtownallentown.com)

Logos: Allentown, Hamilton District, 12 NEWS, MARINE TOYS FOR TOYS FOUNDATION

# First Monday

Join us as we celebrate the *second* Monday of 2018! Happy hour specials and light hors d'oeuvres will be provided.

January 8, 2018  
5-7 p.m.  
Holiday Inn Allentown Center City  
904 Hamilton Street

RSVP: [elizabethr@lehighvalleychamber.org](mailto:elizabethr@lehighvalleychamber.org)

Logos: Hamilton District, Holiday Inn



## BETHLEHEM CHAMBER

Bob Begliomini RPh, Pharm D, MBA, FASHP  
Lehigh Valley Health Network  
Bethlehem Chamber Chair  
484-884-2729 • Robert.Begliomini@lvhn.org

Once again Bethlehem has been nationally recognized. This time by Expedia who recently listed Bethlehem as one of 14 cities where you get a bad case of "fear of missing out" or FOMO. Because we have so much going on, it's hard to choose what to do. Bethlehem is on the list with other cities like Boston, Massachusetts, San Diego, California, Jackson Hole, Wyoming and Tucson, Arizona.

They, of course, mention Bethlehem as the Christmas City, but they get specific with mentions of Christmas: the Live Advent Calendar, Christkindmarkt, Christmas City Stroll and Bethlehem by Night Tours. Added mentions of non-Christmas events: Musikfest, Vegfest, and Blueberry Festival. All of these events contributed to this recognition.

ArtsQuest, Historic Bethlehem Museums and Sites and the Downtown Bethlehem Association are the organizations that create this phenomenon of FOMO in Bethlehem. And because of the efforts to create the Christmas ambiance; the trees and lights at Christmas, the Christmas

City Trolley, and the Christmas City Tree Lighting Ceremony, I'm going to add the Bethlehem Chamber of Commerce into this mix. This is a confirmation that we are not only doing something right for our individual organizations, but we are creating an atmosphere that is good for our community. And while we are all working on our own things, together we are creating a bigger picture environment that has been noticed outside the Valley.

To create even more things to do in Bethlehem a group of committed Bethlehem-ites are working to bring a pedestrian bridge to cross the Lehigh River in Bethlehem. This span would connect our biking and hiking trails and has the potential to be an economic boon to both of our downtowns. We are going to hold an informational breakfast – free of charge – at Moravian College on Tuesday, December 5 at 8 a.m. in the Hauptert Union Building. If you are interested in attending or have any questions, please contact Lynn Cunningham at [lynnc@lehighvalleychamber.org](mailto:lynnc@lehighvalleychamber.org). 🌞



The Bethlehem Chamber of Commerce hosted their Business Leaders Breakfast on November 10, where Mayor Bob Donchez presented his budget address to the Bethlehem business community.

## DECEMBER CONNECTIONS PHOTO SHOOT

Photos Courtesy of Rachel Amelio Photography



The Bethlehem Chamber and Downtown Bethlehem Association staff and chairs posed with Bethlehem Mayor Bob Donchez for the December Connections cover shoot, themed for "Christmas in Bethlehem."

**Photo 1:** Thank you to the Historic Hotel Bethlehem for letting us shoot at your beautiful hotel!

**Photo 2:** Bethlehem Chamber Chair Bob Begliomini, LVHN; Emily Krall, The Chamber; Tim Brooks, The Chamber; Lynn Cunningham, The Chamber; and DBA Chair Neville Gardener, McCarthy's Red Stag Pub.

**Photo 3:** Bethlehem Chamber Chair Bob Begliomini, LVHN; Bethlehem Mayor Bob Donchez; Tim Brooks, The Chamber; and DBA Chair Neville Gardener, McCarthy's Red Stag Pub.





## CARBON CHAMBER & ECONOMIC DEVELOPMENT

Alice Wanamaker, The Chamber  
Assistant Vice President, Northern Region  
484-274-2080 • [alicew@lehighvalleychamber.org](mailto:alicew@lehighvalleychamber.org)

### Re-Energizing Carbon County Women

As we head in to the Holiday season and look ahead at the New Year, the Carbon County Women in Business committee is looking to re-energize Carbon County Women through a new series of workshops, luncheons and meetings aimed at helping women to rediscover their passions and be their own heroes, in business and in their personal lives.

The committee consists of six successful business women in the county; Shelley Hunt co-owner of Jim Thorpe Massage & Wellness Studio, Dina Tulli Davis owner of JumpSpark Creative Group, Traci Damian of SCORE of Carbon County, Heather Lindaman of First Commonwealth Federal Credit Union, Kathy Ruff owner of Total Business Systems, and Kathy Matson of Galen Glen Winery. Each woman brings a unique perspective, years of experience in business and the county as well as different strengths to the committee which they are preparing to share with a larger group of women as we head into the new year.

Calling All Women in Business in Carbon County (and surrounding areas) ... Join Us on December 14 at Joey B's in Palmerton for our December "Women in Business" Luncheon. Networking begins at 11:30 a.m. and the program will be hosted from 12-1 p.m. At this meeting we will celebrate the Women in Business in Carbon County and you will have the opportunity to meet the new chairwomen of the committee. In addition we will learn more about "The Gift of Membership" and share a discussion on the Types of Topics that You Would Like Us to Cover in 2018.

The purpose of these meetings are for the business women of Carbon County to come together for support and networking. Enjoy lunch while networking with fellow Chamber members. We will be gearing up for next year's programs, so please bring your ideas on what types of topics that you'd like to see in 2018.

Register online at [www.carboncountychamber.org](http://www.carboncountychamber.org).



## WICKEDLY WONDERFUL HOLIDAY OPEN HOUSE

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BY KIRIAKI LMT  
10 minute session - first come first served

## HANDCRAFTED STOCKING STUFFERS

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Register at: [www.CarbonCountyChamber.org](http://www.CarbonCountyChamber.org)

CARBON CHAMBER  
& Economic Development

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GREATER LEHIGH VALLEY CHAMBER OF COMMERCE



Carbon County Women in Business kick off a new season of empowering women on December 14th at Joey B's.

## Be Your Own Hero in 2018!

Learn How to Cultivate Your Personal Power to Create Your Most Ideal Life.

You're Invited...

### The 2018 CCEDC Women In Business Preview Event Luncheon

Thursday, December 14th

11:30 am - 1:00 pm

Joey B's Bar & Restaurant, Palmerton

- Meet the New Chairwomen & Committee!
- Learn About This Empowering NEW Program for 2018!
- Feature Presentation: "The Gift of Being Present" By: Shelley J. Hunt, LMT, Jim Thorpe Massage & Wellness!
- Visit Our Event Page to Find Out How You Can Win an Exciting Door Prize!

Meeting Fee (Includes Lunch): Chamber Members- \$15 | Future Members: \$20

For More Information & to Register: 610-379-5000 or [www.CarbonCountyChamber.org](http://www.CarbonCountyChamber.org)

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# Lehigh Valley ECONOMIC OUTLOOK 2018

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• **Lehigh Valley Jobs and Employment Outlook** - presented by Nancy Dischinat, Executive Director, Lehigh Valley Workforce Development Board

• **The Morning Call Annual Business News Review** - presented by Robert York, Publisher & Editor-in-Chief, The Morning Call

• **Healthcare and the Economy 2018** - presented by Dr. Emil Dilorio, CEO, Coordinated Health CEO

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Thank you to everyone who attended the Forks Business Association's HALO Event at Red White & Que Smokehouse in Park Plaza! We loved networking and learning more about this veteran owned and operated business while raising money for their Buy a Vet a Meal Program. Photos courtesy of Jesse Norman from EastOnpop.



More photos from The Cask Ribbon Cutting! Thank you so much to everyone who came out to help kickoff their Grand Opening Weekend celebrations! Photos courtesy of the Easton Irregular.







## EASTON AREA CHAMBER

Lori Metz, YMCA of Easton, Phillipsburg, and Vicinity  
Easton Area Chamber Chair  
lorimetz@greatervalleyymca.org • 610-258-6158

"Success is where preparation and opportunity meet." - Bobby Unser

Education and student preparation for the business world has been a hot conversation topic amongst our Easton Chamber Board Members. In an effort to educate ourselves on this subject, why not call in some experts! We were fortunate to have several distinguished guests at our board meeting, including Superintendent of Easton Area School District John Reinhart, Business/Cooperative Education Department Teacher and FBLA Club Advisor Kim Letourneau, and Rising Star Senior and President of FBLA Kaitlin Torres. Kaitlin has captured several competition titles, has gone all the way to national competition, and is on her way to Wharton School of Business. The Easton community has a lot to be proud of with the likes of Kaitlin being a product of our community!

The presentation informed us about the overall changing climate

of education. It educated us on the opportunities for students preparing to enter the work world, such as interview practice, dressing for success, public speaking, competition opportunities, and shadowing prospects. We learned about the Employability Experience summer grant program set up for students who would not necessarily receive mentorship in career opportunities due to their socio-economic backgrounds. When we asked how our Chamber could be supportive of students, our board members were invited to be guest speakers in classes and clubs, serve on advisory committees to help guide curriculum content, provide opportunity for internships, or be judges for FBLA local, state or national competition.

Lily Tomlin once said, "The road to success is always under construction." EACC is excited to be joining the construction crew and are looking forward to growing this partnership. 🌟

## CHAMBER SEEN! PORK ROLL PALOOZA

Thousands of residents and visitors flocked to downtown Phillipsburg for the Inaugural Phillipsburg Pork Roll Palooza! We are grateful to the Town of Phillipsburg for allowing us to partner for this event, as well as to A-TREAT for being the festival's exclusive beverage sponsor.



## MESA MODERN MEXICAN HOLIDAY FEST

WEDNESDAY, DECEMBER 6TH, 2017

5:00 - 7:00 PM

42 SOUTH 3RD STREET | EASTON, PA



Join the Easton Area Chamber at Mesa Modern Mexican for a festive evening of:  
Complimentary Appetizers - Happy Hour Drink Specials - Networking

Please RSVP to Lauren Spence at [LaurenS@lehighvalleychamber.org](mailto:LaurenS@lehighvalleychamber.org).



## PHILLIPSBURG AREA CHAMBER

George Chando  
Phillipsburg Area Chamber Chair  
[chando.george@pburghsd.net](mailto:chando.george@pburghsd.net) • 610-972-7974

### "What's Happening in Phillipsburg"

On Monday, November 27, the annual Holiday Tree-Lighting Ceremony and Santa Visit was held at Shappell Park in downtown Phillipsburg from 6-9 p.m. Chamber members volunteered by decorating the tree and assisting with the distribution of food and beverages. Santa Claus made a special appearance and children were able to have their picture taken with him.

### "What's on the Horizon in Phillipsburg"

In the spring of 2018, the

Chamber will be embarking on a community service project entitled "P'burg Pride". In conjunction with the Town of Phillipsburg and student volunteers from the various student organizations at Phillipsburg High School, the focus of the project will be clean-up and beautify the downtown area as well as other neighborhoods. This project is scheduled to commence in April 2018.

On behalf of the Phillipsburg Chamber, I extend Heartfelt Holiday Greetings to everyone and best wishes for a happy, healthy, and prosperous New Year! 🌟





## EAST PENN CHAMBER

Thomas Capehart, Gross McGinley  
East Penn Chamber Chair  
484-224-2780 • TCapehart@grossmcginley.com

Greetings from the EPCC! This is an exciting time of year and we are keeping active, especially as the calendar year comes to a close and we look expectantly to 2018.

In November, the EPCC and the WLCC jointly coordinated our monthly lunch event featuring speaker Jessica Dokachev, Director of Second Harvest Food Bank of the Lehigh Valley and Northeast PA. We collected needed food and personal care items at the event and our friends at Zator Law and Anytime Fitness, Emmaus volunteered as collections sites leading up to the event and brought those donations to the luncheon, as well as those donated by attendees. Thank you to all who participated and thank you to Brookside Country Club for hosting our event!

To get us all in the holiday spirit, our upcoming joint EPCC/

WLCC event in December will feature the Emmaus High School Chorale (coordinated by Mrs. Rita Cortez) to be hosted by Brookside Country Club which will include a breakfast buffet beginning at 11 a.m. We will hold a Holiday Gift Raffle to benefit the EPCC Scholarship Fund and the Allentown West Rotary Club Snack Pack Program, so please join us to make the event extra special.

We are also giving a shout out to the Emmaus Main Street Partners and its Old Fashioned Christmas event on December 2nd. It will be a great event so come on out and join in the festivities!

Don't forget to check us out at on Facebook and Twitter @ EastPennChamber

Hope to see you at an upcoming EPCC event soon! 🌟



**Photo 1:** Larry Wiersch, Cetrionia Ambulance Corps CEO, introduces the guest speakers

**Photo 2:** Cetrionia Ambulance Corps CEO Larry Wiersch; Steve Michelone, Pennsylvania Emergency Management Agency, Volunteer Agency Liaison; Robert Mateff, Cetrionia Ambulance Corps COO and Aaron Rhone, EMS Program Manager, Pennsylvania Department of Health | Bureau of Emergency Medical Services

**Photo 3:** Associates from Zator Law Office, the Gold Sponsor for the program were there to learn "how business can respond in an emergency" Jennifer Alderfer; Rose Ceriello; Judy Schanbacher; Lisa Johnston

**Photo 4:** Members of the Burn Foundation attending: Jessica Banks; B. Daniel Dillard; Susan Numbers. The Foundation collaborates with 1st Responders in that "What is vital to them, is vital to us."

**Photo 5:** Cetrionia Ambulance Corps attendees included: (seated) Stephen Hall, Education Director; Shawn McGovern, Human Resource Director; Amy Ninos, Director of Finance; (standing) Larry Wiersch, CEO; Jennifer Glose, Director of Marketing and Public Relations; Robert Mateff, Sr. COO.



## WESTERN LEHIGH CHAMBER

Larry Wiersch, Cetrionia Ambulance Corps, Inc.  
Western Lehigh Chamber Chair  
(610) 398-0239 • wierschl@cetrionia.org

'Tis the season as they say! The season for us to celebrate, reflect, and share with family, friends, and colleagues the many things that we have to be thankful for. Many of us use this time of year to reflect upon our businesses while preparing for not only the new year ahead but also for changes that we need to make as we gear up for year-end close. While you may or may not be on a December year end, I believe there is no time better than to come out and check out what your western chamber has been up to and catch up on what's in store for 2018. The perfect way to do this is to attend our annual holiday luncheon, with guests from the Emmaus High School Chorale on December 20 held at the Brookside Country Club.

The holidays also are a time to share our talent with others and perhaps do something special for someone or with an organization that supports those who may not be as fortunate as. While we should be charitable year round and not just during the holidays in my view, this is a time to kick it up a notch or in the very least review what we have done, what we can do and where we have been.

Whether it be a coat drive to keep those warm who do not have the means to stay warm, food for those who lack food, or toys to bring joy to a child I think it is up to us to make a difference not only at the holidays but year round. Why not get your office together and have a blood drive, volunteer at a soup kitchen, or maybe deliver meals to those who depend on others for nourishment both physically and mentally? We are so fortunate in our chambers to have members that have so much to offer in both time and talent, why not use "the season" to boost the spirits of someone who might not be as

fortunate and perhaps struggling a bit more this year? This also is a way of supporting one of our many local businesses while doing it.

You're probably saying "wait a minute, I thought you said be charitable and do something nice for someone?" I did, but that doesn't mean that you can't also be charitable to those in our chamber who depend on us as well to be successful. What do I mean? Here are a few thoughts and simple examples. There are many restaurants in our chamber family, why not call one of them up and ask them to partner with you and deliver a meal or two to someone who is hungry? Why not stop by at one of our many retailers in the chamber family and partner with them to buy some items for those who have no means to purchase the necessities so many of us take for granted? How about a basket from many of our local retailers who have anything from candy to clothing? Whether it be toys, food, clothing or other goods, we all know someone who can benefit from the good fortune so many of us have had this past year. Short on funds? Maybe it is something as simple as giving a few moments of your valuable time to deliver a meal in partnership with Meals on Wheels or arranging to take the office and go caroling at one of our many senior living centers in the community to bring joy to those who have few if any visitors. There are many ways for each of us to give to others and often it doesn't cost a dime, why not use "the season" to kick start your charitable interests and then....maybe make it "the season" all year long!

May you, your families and your business have a very Happy and safe holiday season, a season that holds charity in your hearts every day of the year. 🌟

# Holiday Brunch

## at Brookside Country Club

Wednesday, December 20th 11:00am-12:30pm

Featuring

The Emmaus High School Chorale

A Holiday Gift Raffle benefiting community initiatives:  
East Penn Chambers of Commerce Scholarship Fund  
and Allentown West Rotary Club Snack Pack Program

Gold Sponsor:

ZATOR LAW

Corporate Sponsor:

FNCB

\$20 Chamber Members \$40 Future Members

Register online at [www.lehighvalleychamber.org](http://www.lehighvalleychamber.org) on the events tab

Contact Meghan Reed | [MeghanR@lehighvalleychamber.org](mailto:MeghanR@lehighvalleychamber.org)  
610-739-1273

PosterMyWall.com



For complete schedule of events visit [emmausmainstreet.com](http://emmausmainstreet.com)

# Old Fashioned Christmas

Presented by GROSS MCGINLEY



Activities downtown from 11-7pm  
Tree Lighting Ceremony at 6pm

- The Polar Express® Movie at the Emmaus Theatre
- Free admission to movie with donation of a canned good
- Children's tree decorating
- Trolley Rides with the Polar Express Conductor!
- Photos with Santa by Wesley Works



- The Holiday Cheers Trail (21+ only) & EMSP Beverage Bar
- Live musical groups and sing alongs!
- Non-profit/community vendors
- Emma the Mule name painting
- Candy Cane Lane walking tour kids' activities
- Special Surprise at Tree Lighting!



## EMMAUS MAIN STREET PARTNERS

Erin DeLong, ServiceMaster of Allentown

EMSP Chair

610-965-6058 x275 • [edelong@svmallentown.com](mailto:edelong@svmallentown.com)

Now that you have gobbled up your fair share of turkey, it is time to gear up for the jolly month of December. Kicking off this season of giving, we want to give a shout out to all who donated and to our EMSP member businesses, Anytime Fitness and Xtreme Gun Worx, for their involvement in collecting donations for the Second Harvest Food Bank of the Lehigh Valley. The generosity of Emmaus residents and businesses serves to combat hunger right here in our own neighborhood!

You asked and we listened, Emmaus Main Street Partners is proud to announce the arrival of its first ever Downtown Emmaus Map & Visitors Guide! Look for it at the Emmaus Farmers' Market, PA Visitors Centers, member locations, Emmaus Borough Hall, Chamber offices, realtor offices, Chamber events and MORE! Congratulations on a job well done to the Economic Development Committee for its hard work on a very multi-layered and complex task. Also, special thanks to the advertisers and sponsors for helping make this print project possible!

EMSP hopes to see you out in Triangle Park for our Old Fashioned Christmas festival and tree lighting ceremony on December 2. Many thanks to all the sponsors for your

continued support of this popular tradition and for helping to bring the magic to life! There will be plenty of food and fun for the whole family; chat with Santa and Mrs. Clause, warm up with our first ever Holiday Cheers Trail (must be 21 or older), cozy in for an inviting holiday flick at the Emmaus Movie Theatre. You even have the opportunity to explore Emmaus from the comfort of a charming and festively decorated trolley driven by the Polar Express conductor. Grab the kids for the Candy Cane Lane walking tour, and make sure you stick around for a special treat at tree lighting (we are keeping the secret under wraps!)

Continuing the spirit of holiday giving, our friends at EPCC and WLCC are having a Holiday Brunch (featuring the Emmaus High School Chorale) to benefit the EPCC Scholarship Fund and the Allentown West Rotary Club Snack Pack Program. Make sure to check out their Connections page for more information.

With the New Year fast approaching, be sure you aren't left out in the cold. Like and follow the Emmaus Main Street Partners Facebook page to stay in the loop on all of these upcoming events and more. You may even spot your picture at one of our festivals or ribbon cuttings! 🌟

## Holiday Cheers Trail

Saturday, December 2nd, 2017  
12pm-4pm

Join Emmaus Main Street Partners for this year's new event: Holiday Cheers Trail!

Sample cocktails, "mocktails", beer and wine from 16 Downtown Emmaus Businesses plus Bonus Bites Stops along the way!

Vote for your Favorite!

[Emmausmainstreet.com](http://Emmausmainstreet.com) for more info!



Tickets: \$20

\*Must be 21 and over!



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## GREATER BATH AREA CHAMBER

Mary Kositz, ESSA Bank & Trust

Greater Bath Chair

610-837-6729 • mkositz@essabank.com

As this year draws to an end, it's a good time to reflect on our accomplishments and plan for the new year ahead. I'd also like to take this time to thank Renee and the Greater Bath board members for all of their hard work and dedication throughout the year. Without you, none of this would be possible!

The Greater Bath Chamber has had a very productive 2017, hosting

new events, growing existing events and developing valuable partnerships. We have a lot in store for 2018, starting with a special Valentine's Day event- "Etch Your Heart Out." Stay tuned for this fun-filled, unique event in February!

Wishing you and your families the happiest of holidays and best wishes for a healthy, prosperous new year. 🌟

**Etch Your Heart Out**  
**February 5th 2018**  
**5:30- 7:30pm**  
**My Place Pizza Restaurant**  
**Stay Tuned for More Details!**

[reneek@lehighvalleychamber.org](mailto:reneek@lehighvalleychamber.org)



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## GREATER NORTHERN LEHIGH CHAMBER

Jack Bechtel

Greater Northern Lehigh Chamber Chair  
610-767-4121 • jbechtel@ptd.net

Wow! Seems like these months are just flying by! December Already!

On November 14th, we held our annual Municipal Update at the Northern Valley EMS Building. Representatives from the boroughs of Slatington and Walnutport, and the townships of Heidelberg, Lowhill, Lynn, North Whitehall and Washington in Lehigh County and Lehigh Township from Northampton County gathered to give our business owners and managers an overview of what's going on in the area. Road projects, emergency personnel tax relief, and new government regulations were some of the topics discussed.

If you're looking for something to do early in December, the Northern Lehigh Area is the place to be. December starts off with Christmas on Main Street in Slatington. We partner with the Main Street Merchants Group for this First Friday events; Mrs. Santa will be visiting the library, live music and great food will be provided at Charlotte Fay's Main Street Diner, and The Second Chance thrift store along with Rhythm & Sole Dance Studio will be open late. The Chamber, Slatington Fire Company and The Slatington Community Choir will get together to welcome Santa to town, culminating in the lighting of the Community Christmas Tree. There will be hot chocolate and cookies as

well as crafts for the kids in Veterans Memorial park so join us from 4-8! The next day, Saturday the 2nd, Walnutport will be having their first Tree Lighting event with over 50 trees decorated by residents, organizations and businesses. Finally, on Sunday, we return to Charlotte Fay's Main Street Diner for a Sip & Paint event from 3 p.m. to 5 p.m. Tickets are available by calling Alice at 484-274-2080.

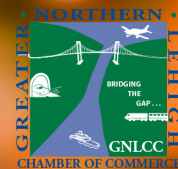
As previously announced we are still accepting nominations for our annual Spirit Award through December 31. The award is presented to an individual whose efforts have made our community a great place to live and work. So, if you know of an individual living in the above mentioned boroughs or townships that has these qualities, please make the nomination. Nominations can be submitted online at [greaternorthernlehigh.com](http://greaternorthernlehigh.com).

Our board, here at the Greater Northern Lehigh Chamber of Commerce wants to wish everyone a Merry Christmas and a Happy and Prosperous New Year!

If you have any questions about the Chamber, our events, or how your business can benefit from Chamber Membership, contact Alice for more details at [alicew@lehighvalleychamber.org](mailto:alicew@lehighvalleychamber.org) or 484-274-2080. 🌟



Greater Northern Lehigh Chamber hosted a Municipal Update on November 14. The event featured representatives from seven boroughs and townships as well as Lehigh County Executive Tom Muller. Pictured are (l-r) front row: Cindy Miller, Lehigh Township; Judith Danko, Slatington Borough; William Turk, Walnutport Borough; back row: Todd Weidman, Washington Township/Lehigh County; Tammy White, Lynn Township; Jeff Bartlett, North Whitehall Township and County Executive Tom Muller, Lehigh County.



Friday,  
December 1, 2017

Slatington Memorial Park  
509 Main Street, Slatington

## Christmas on Main Street

Join Greater Northern Lehigh Chamber of Commerce and the Slatington Merchants for a day of socializing, and celebrating the holiday season as a community with friends, family and fellow Chamber members at our annual Tree Lighting.

### 4-6:30 PM

- Enjoy dinner, hot chocolate, treats & live music at Charlotte Fay's Main St. Diner
- Mrs. Santa story telling at the Library, light refreshments & gifts for children
- Stop in at Main St. businesses open late to welcome you!
- Children's crafts and more on Main Street

### 7:00 PM

- Santa arrives at Veteran's Memorial Park to help light the tree
- Christmas Carols in the Park
- Pictures with Santa, Carols, Hot Chocolate & Socializing at St. Johns UCC Fellowship

We will be collecting unwrapped toys for the program at the Church Social Hall. Please bring an unwrapped toy that will benefit a Lehigh Valley child.



The Greater Northern Lehigh Chamber participated in the annual Northern Lehigh Halloween Parade on October 28. Many thanks to our sponsors Rent-schler Chrysler Jeep Dodge Ram Chevrolet, Keystone Technology LLC, and Bechtel's Pharmacy!

### Christmas Wine Glass Sip & Paint

**Sunday Dec. 3rd**  
3pm Approx. 2 Hour Class  
Supplies & wine included  
\$35/Person  
**For Reservations Call 484-274-2080**  
Greater Northern Lehigh Chamber of Commerce  
@ Charlotte Fay's Main Street Diner  
662 Main Street - Slatington PA 18080  
[www.greaternorthernlehigh.com](http://www.greaternorthernlehigh.com)

Nominations for the  
2018 Greater Northern Lehigh Chamber of Commerce



## SPIRIT AWARD

are now being accepted!

Nomination forms are available online at  
[www.greaternorthernlehigh.com](http://www.greaternorthernlehigh.com)  
or by calling 484-274-2080



The Chamber  
GREATER NORTHERN LEHIGH CHAMBER OF COMMERCE

Nomination forms due December 31, 2017

2018 Spirit Award Coming April 28, 2018







## HELLERTOWN-LOWER SAUCON

Ricky Gower, BB&T

Hellertown-Lower Saucon Chamber Chair

610-674-1141 • Rgower@bbandt.com

What a "Light Up Night" we had in the Saucon Valley! Our new and improved Light Up Night proved to be the BEST one yet. Thank you to all who came out for a fun filled evening at Hellertown Borough Hall. With many new additions this year, one of the crowd favorites this year was two free outdoor holiday movies thanks to Mobile Technology Graphics and our two movie sponsors Saucon Valley Bikes and Saucon Source. The trolley rides throughout Hellertown was another addition this year and a huge hit for all families in attendance. Thanks to our trolley sponsor Spirk Brothers Inc. On behalf of the Hellertown Lower Saucon Chamber, we would also like to sincerely thank ALL our sponsors for making this evening possible while putting us in the holiday spirit: Lost River Caverns, Carl Volkman & Sons, Holiday Inn Express & Suites, Black River Farms Vineyard and Winery, BB&T, Saylors & Co., McDonalds of Hellertown, Bechdolt's Orchards, Sweet & Sassy, Couch Pota Doh, Bethlehem Press, Evoke Solar, ASR Media Productions, Law Offices of Mark Albright, JCL

Automotive, Hellertown Bakery, The Meadows, Valley Voice, Dewey Fire Company, Embassy Bank, and David Heintzelman. Special recognition also goes to everyone at The Borough of Hellertown for their time and assistance with the many logistics of this event.

Speaking of David Heintzelman, I had the distinct honor of presenting him with the Community Partner Award at the 2017 Greater Lehigh Valley Chamber's Annual Meeting. This award honors an individual for their outstanding commitment and service to their community and to the Chamber. Dave truly exemplifies everything this award stands for. Congratulations, Dave, we are proud to have you in our community!

Are you ready to beat the winter 2018 blues? Save the dates and dine your way around the Hellertown Lower Saucon Area January 14-20 for the first ever Saucon Valley Winter Restaurant Week presented by CAPO Consulting!

On behalf of our board, we would like to wish all of you a very Happy, Healthy Holiday Season! 🌟

## SAVE THE DATE

Sunday, January 14th - Saturday 20th 2018

## SAUCON VALLEY'S FIRST EVER WINTER RESTAURANT WEEK

Brought to you by CAPO Leadership Consulting and the Hellertown-Lower Saucon Chamber of Commerce

THE BEST TIME TO DINE

For more information on how you can get involved by either sponsoring or participating, please contact Jessica O'Donnell at 610.573.4010 or jessica@lehighvalleychamber.org.

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## NAZARETH BUSINESS COUNCIL

Susan Jarvis, CPA, CVA  
Chair, Nazareth Business Council  
610-759-4056 • [sjarviscpa@rcn.com](mailto:sjarviscpa@rcn.com)

The Nazareth Business Council invites you to join us for Christmas in Nazareth on Saturday, December 9th 2017 12-4pm. Christmas in Nazareth will take place in historic downtown Nazareth, from 12-4pm. This community wide celebration of the holiday season features the following activities made possible by our sponsors and partners.

- Live Christmas Caroling, Acapela and performances by the students of the Nazareth Area School District, various locations- 12-3:30 p.m.

- Professional Ice Carving- sponsored by East Lawn Supply, Nazareth Center Square- 12-3 p.m.

- Sweet & Sassy Princess Meet & Greet with Frozen's Elsa, Anna, Olaf and Cinderella, various locations- 12-3 p.m.

- Moravian Historical Society's Walking Tours and Grey Cottage open house with candle dipping and shopping- 12-4 p.m.

- Christmas Vendor Village at Moravian Historical Society- 12-4 p.m.

- The Parlor Hair Studio- Elf Makeup and Reindeer Treats- 12-4 p.m.

- Meals on Wheels of Northampton County, outreach at St. John's UCC- 12-4 p.m.

- FREE Trolley Rides, sponsored by KOCH 33 Auto- 12-4 p.m.

- NAIS Student Council- hot cocoa and cookies at Schisler Funeral Home- 12-4 p.m.

- Elf Trail-sponsored by Merchants Bank, visit participating businesses and find the elf and get entered to win prizes- 12-3:30 p.m.

- "Nazareth Rocks" Painting- Nazareth Center for the Arts- 12-2 p.m.

- Emily's Ice Cream- Sugar Cookie Decorating and canned food collection for the Nazareth Area Food Bank- 12-3:30 p.m.

- Cozze Cakes Christmas Cupcake

Decorating- 12:30-2:30 p.m.

- Nazareth Moravian Church Traditional Christmas Putz, Moravian Sugar Cake and Bees wax candles- 12:30, 1:30, 2:30, and 3:30 p.m.

- Lightbridge Academy- Family Activity Sponsor at the Nazareth Memorial Library, temporary tattoos and crafts to keep the kids busy while they wait for Santa- 12-4 p.m.

- Community Choir performance at the Memorial of Nazareth and Vicinity Library- 12:30-1 p.m.

- Santa Clause visits at the Memorial of Nazareth and Vicinity Library- 1-3:30 p.m.

- Nazareth YMCA Princess Dance- 1 p.m.

- St. John's UCC Bell Choir Performance 1:30-2:15pm, Winter themed make and take crafts, refreshments- 12-4 p.m., Free Parking in lot

- Wild Lands Conservancy Demo at the Nazareth YMCA- 2-3 p.m.

- Movie "Elf" featuring Will Ferrell at the Nazareth YMCA Auditorium, presented by Riverbend Community Church- 3:45 p.m.

Thank you to our sponsors: East Lawn Supply, Moravian Hall Square, Lightbridge Academy, BB&T, Susan Jarvis CPA CVA, Sweet & Sassy of Center Valley, Cozze Cakes, Emily's Ice Cream, Merchants Bank, The Home News, Adams Outdoor Advertising and Forever Friends Child Care.

Thank you to our Christmas in Nazareth Committee, Borough of Nazareth and partners: Moravian Historical Society, Nazareth Area School District, Nazareth YMCA, Memorial Nazareth Library, Nazareth Moravian Church, St John's UCC, The Parlor Hair Studio, Meals on Wheels of Northampton County, Riverbend Community Church, Nazareth Center for the Arts, Nazareth Rocks and Community Choir. 🌟



## NORTHAMPTON AREA CHAMBER

Tony Pristash, Owner, All Things Framed  
Northampton Area Chamber Chair  
610-262-8669 • [allthingsframed@rcn.com](mailto:allthingsframed@rcn.com)

It's back...and surely more appreciated than ever. I'm speaking of our NACC 2017 Holiday Movie offering "It's a Wonderful Life."

This year, we are again proud to host our Christmas "Mixer and a Movie" at our beautiful Roxy Theatre on Main Street in Northampton. As I mentioned, this year's movie is the popular Frank Capra classic "It's A Wonderful Life," starring Jimmy Stewart and Donna Reed.

If you haven't had the chance to visit the Roxy Theatre, make it a holiday priority this year. You won't want to miss the most beautiful, single screen theatre anywhere... along with the most colorfully spectacular 700-light marquee you'll ever see. Complete with the exquisite art-deco artwork and delightful, live pipe organ music playing before shows, a trip to the Roxy is a trip back in time.

Owner Richard Wolfe has done the theatre and our community

proud with his care and passion for perfection throughout this venue.

Our mixer will take place in the theatre, located at 2004 Main Street in Northampton, on Wednesday, December 13 from 6-7 p.m. Cookies and coffee will be served. The movie will begin at 7:30 p.m. and family members are certainly welcome to join us after the mixer.

As for the "price of admission," we humbly request that you please bring a canned, non-perishable item to donate to the Northampton Area Food Bank for those less fortunate, especially this time of year. We'd love to have you join us for a relaxing, nostalgic evening! So mark your calendar and we'll see you at the Roxy!

On behalf of myself, the Board of Directors of the NACC and all of our members, we wish you and your families all the best this 2017 Holiday Season ... 🌟



## Free Holiday Movie!

Wednesday, December 13th



2004 Main St. Northampton

The Northampton Area Chamber of Commerce invites you and a guest to attend a free screening of the classic holiday movie  
**It's A Wonderful Life**

As your admission, please bring a non-perishable item, canned good or cash donation to help stock the Northampton Area Food Bank.

\*\*\* Seating is limited to first come, first served\*\*\*

Please Pre-Register for the Networking event  
[reneek@lehighvalleychamber.org](mailto:reneek@lehighvalleychamber.org)



Afternoon Showing

1pm ~ Doors open at 12:30

Holiday Mixer with Networking, Green Room Tours and Refreshments by Chick-Fil-A Whitehall

6-7 pm

Evening Showing

7:30 pm ~ Doors open at 7

Sponsorship Opportunities Available! Contact  
[reneek@lehighvalleychamber.org](mailto:reneek@lehighvalleychamber.org)



Thank you to our Sponsors!



Sponsorship & Vendor info: [reneek@lehighvalleychamber.org](mailto:reneek@lehighvalleychamber.org)







## SOUTHERN LEHIGH CHAMBER

Joshua P. Dodd, MBA, CRC  
Univest, SLCC Chair  
484-860-3445 • doddj@univest.net

As I write this article in early November, I am soon off to a SLCC mixer at Murphy's Jewelers in The Promenade Shops. Murphy's is an excellent example of a chamber member taking advantage of low-cost marketing—a key benefit of your chamber membership.

An old saying about advertising is, "Half of the money spent on advertising is wasted; the trouble is I don't know which half." For a low investment Murphy's Jewelers had local business people (aka prospective customers) come out on a typically slow Wednesday evening and stay for an extended period of time. The start of the holiday shopping season just adds to the potential return on investments. Please do not hesitate to contact Jessica O'Donnell or Greg Yestrumskas if our chamber can assist you in showcasing your business.

The holidays really are some of the best times of the year. They are also some of the busiest. There are plenty of competing interests and a finite amount of time. Before you pull an all-nighter ordering gifts from some faraway place online, please consider your fellow chamber members and make it a point to buy a few more items from Lehigh Valley businesses this year. Keeping more of our dollars in here is impactful to maintaining a vibrant community. Think beyond the one day, which is Small Business Saturday (11/25). It can also be an effective time management tool by ticking off your list during the lunch hour or commute. Southern Lehigh area has many unique shops, establishments, and services for your shopping and gift card needs.

Best wishes for a safe holiday season and a prosperous 2017! 🌟

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## WHITEHALL AREA CHAMBER

Larry Kacyon, L-A Advertising

Whitehall Chamber Chair

lkacyon@l-aadvertising.com · 610-799-3382

### Congratulations to two of our members!

On November 7, the Whitehall Area Community Foundation honored Shari Noctor at its Volunteer Recognition Breakfast at the Zentz Community Center at Fellowship Community in Whitehall. Shari was not only past President of the Whitehall Area Chamber of Commerce, but continues to be an active member in her fight to end hunger throughout our community. She is the current Chair for the Hunger Initiative in Whitehall. And, under her direction, Snack Pack Pals has been established in the Whitehall Area School District, as well as Community Meals and the Summer Feeding Program for those in need.

On October 26, Eric Eberhardt of Eberhardt Motors in Whitehall was recognized for his community support by Minsi Trails Council, Boy Scouts of America at its annual Friends of Scouting dinner at the Zentz Community Center at Fellowship Community in Whitehall. Eric is

not only an active board member of the Whitehall Area Chamber of Commerce, but Chair of its Annual Car Show, which was part of this year's very successful Whitehall Fall Festival & Parade. Eric shared with everyone in attendance that evening, his passion for Scouting and love for giving back to the community in which he's lived all of his life.

#### Interested in getting involved?

Let us know. We are expanding the number of seats on our board from 18 to 25. This will not only allow more of our members to have a say in the future of our Chamber, but provide a means by which our members can give back.

#### Have an idea for an event or want to help out?

Let us know. We want to ensure we're serving the needs of YOU, our members and the community in which we live, work, play and shop.

We look forward to seeing you in Whitehall

Get in the holiday spirit with us!

Whitehall Area Chamber of Commerce presents  
**HOLIDAY CELEBRATION**  
**THURSDAY DECEMBER 14TH**

featuring  
**The Whitehall High School Chorale**  
11:30am - 1:00pm @ Fellowship Community  
3000 Fellowship Drive, Whitehall, PA

**Holiday Gift Raffle too!**

\$20 Members  
\$40 Future Members

Contact Gregy@lehighvalleychamber.org or 610-739-1520 to confirm your attendance

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[amandar@lehighvalleychamber.org](mailto:amandar@lehighvalleychamber.org)  
& reserve your space today!

Many thanks to all that came out to the first ever joint tailgate mixer between the Whitehall Area Chamber & Northampton Area Chamber - Whitehall Co-play School District vs. Northampton School District. Thank you to our Food Sponsors Mission BBQ, Sam's Club of Allentown and Chick-Fil-A of Whitehall for providing an amazing spread, as well as our Print Sponsor The Times News for the fun flags that we used to cheer on our teams!



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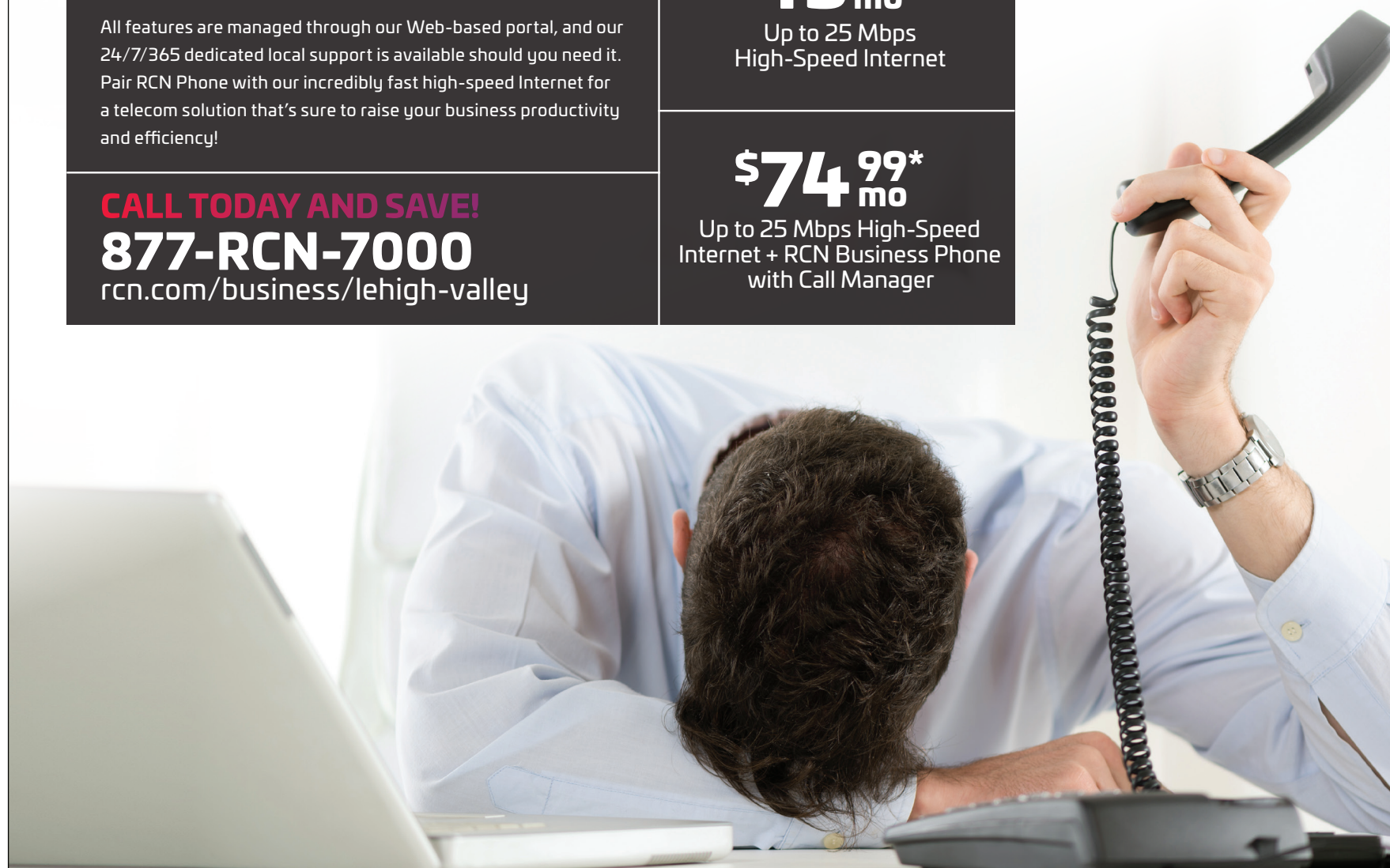
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# Member News

Mike Adams of **NAI Summit** recently represented the owner, Winside Industrial Group, of 6324-6344 Winside Drive in Bethlehem, PA, in the multi-year lease transaction with ServiceMaster. Located in a business park setting, the almost 5,000 SF industrial space provides easy access to main highways, 14' clear ceiling height, a dock door and three phase power.

Raymond G. Lahoud, a Member of Bridgewater-based law firm **Norris McLaughlin & Marcus, P.A.**, and Chair of its Immigration Law Practice, has earned the Martindale-Hubbell Platinum Client Champion Award. Fewer than 1% of attorneys have achieved Martindale-Hubbell's newest award, recognizing only attorneys who excel at service declared strictly by clients. The award, based on the quantity and quality of Martindale-Hubbell client reviews, demonstrates an ongoing commitment to delivering excellent client service.

The advertising teams of the **Times News and Lehigh Valley Press** papers, under the direction of Kevin Hardy, were recently awarded seven awards from the Pennsylvania News Media Association Foundation this September. Awards included Best Automotive/Transportation Ad, Best Business Building Ideas, Real Estate/Renters/Builders Ads, and Small Space Black and White Ads. The Times News team consists of Donna Hall, Kim Silliman, Tanya Pechya, Darlene Hentosh, Jennifer Benninger, Jennifer Rowden, Jarrod Huffaker and Madge Rodrigues. The Lehigh Valley Press team consists of Alison Thakhar, Jennifer Fisher, Susan Matthewson, Terry Plinke, Sharon Policelli, Michael Bubnis and Jennifer Allen.

**Cedar Crest College** cut the ribbon on the FalconPlex in October. Crews are completing phase one of the project, which includes the construction of a 5,435 square foot field house, complete with locker rooms, a press box, and a V.I.P. viewing deck. The grass soccer field has been converted into an all-year turf field, which is being used by Cedar Crest's athletic teams and is also available for use by outside groups, high school teams and for NCAA events.

Jaclyn Youst of **Jacquelyn Youst Etiquette Consulting** now writes a weekly etiquette column, "Respectfully Yours," in the Focus section of Lehigh Valley Press newspapers.

**The Good Shepherd Physician Group** announces the addition of Yahira Acevedo-Santiago, M.D. to its staff. Acevedo-Santiago will see outpatients on Good Shepherd's south Allentown campus and perform sub-acute consultations at skilled nursing facilities throughout the area. Rick J. Flores has joined Keenan-Nagle Advertising as a web developer

and process manager. With more than a decade of experience in web development and design, he previously held posts as an independent web developer and IT solutions specialist and as a trend analyst supervisor and web developer for T-Mobile USA.

Lehigh Valley area businesses and individuals are coming together to make a transformative impact on the community during **United Way of the Greater Lehigh Valley's** 100th anniversary year. **PPL Corporation, Air Products, Crayola, Dual Temp Company, BB&T, Capital BlueCross**, and a handful of anonymous individuals have pledged a total of \$1 million for the Lehigh Valley Century Challenge. The initiative will match all new and increased gifts to United Way of the Greater Lehigh Valley (UWGLV) during the 2017 Campaign year.

**U.S. Metal Powders, Inc. (USMP)** has announced that Benjamin Giralico has joined its subsidiary, Ampal, Inc. filling the role of Director of Sale and Business Development for the Palmerton, Pennsylvania based company.

**Blue Mountain Vineyards** is excited to welcome businesses to take advantage of "In-Office Tastings" for office parties and team building activities. Please contact Virgin Cardamone at virgil@bluemountainwine.com or 215-450-5914 for more information.

**RKL LLP (RKL)**, a leading CPA and business consulting firm announced that Mechanicsburg-based Padden, Guerrini & Associates, P.C. (PGA) will be joining the firm as the result of a merger effective January 1, 2018. The deal capitalizes on synergies between the firms' client bases and further bolsters RKL's position in the Greater Capital Region.

**Univest Corporation**, parent company of Univest Bank and Trust Co. and its insurance, investment and equipment finance subsidiaries, has committed to helping with the hurricane relief efforts through the creation of the Univest Disaster Relief Fund. The Fund, set-up through Univest Foundation, will collect donations from Univest employees and members of the community who want to contribute to bringing monetary support to those areas devastated by hurricanes Harvey, Irma and Maria. Univest will match donations, dollar-for-dollar, up to \$20,000, received through November 30, 2017. All proceeds from the Univest Disaster Relief Fund will be donated to the American Red Cross. Checks should be made payable to Univest Foundation with "Disaster Relief Fund" in the memo line and sent to Univest Foundation, PO Box 197, Souderton, PA 18964.

As attention turns toward the quality of human health across the globe, the demand is growing for health science

professionals trained to influence this discipline. In response to this demand, **Penn State Lehigh Valley** is offering a bachelor of science in biobehavioral health (BBH) as of this fall 2017.

**Cohen, Feeley, Altemose & Rambo** donated \$2,000 to Phantoms Charities to send 50 children to Symphony On Ice at the PPL Center in December.

**RETTEW** was named a winner of the Governor's Award for Safety Excellence at the Pennsylvania Governor's Occupational Safety and Health Conference. The award recognizes companies for their achievement of the highest standards of workplace safety.

The first **Spanish Immersion Learning Center** in the Lehigh Valley is now open. The Center addresses the need for sustainable second language resources in the community, and is centrally located at 3900 Hamilton Boulevard. St. Luke's University Health Network proudly announces that William R. McCafferty III, D.O., has joined St. Luke's Orthopedic Care as a Primary Care Sports Medicine physician and is accepting new patients.

**Berger-Epstein Associates, Inc.** has completed a lease transaction for 1,200 square feet at The Shops at 3900 Hamilton Center, 3900 Hamilton Boulevard in Allentown, Pennsylvania, with Revolt Hair Studio: a full-service, luxury organic salon. Revolt relocated from its downtown Allentown location and expanded at The Shops at 3900 Hamilton where they offer a full line of hair services including cuts, coloring and blow dries. Additionally, the studio offers facial services, manicures and pedicures. Revolt carries hair care products from Surface, an organic line of hair care products, in addition to its own lines of organic and vegan cosmetics.

Coast-to-coast growth and an expanded portfolio of innovative technology solutions continue to propel **RKL eSolutions** among the nation's top value-added resellers (VARs). The IT consulting firm, which is a subsidiary of RKL LLP, claimed the 33rd spot on Accounting Today's "2017 VAR 100," up six spots from its 2016 position.

St. Luke's new \$22 million Cancer Center and Medical Office Building expands the breadth of offerings at **St. Luke's Monroe Campus** to include medical, surgical and gynecologic oncology, radiation therapy, infusion (chemotherapy), imaging, orthopedics and a sleep lab. The three-floor, 37,500-square-foot building is located at 200 St. Luke's Lane in Stroud Township. With the addition of these services, St. Luke's Monroe Campus will be employing over 600 people.

**ETA Benefits Group**, an independent, full-service employee benefit and

insurance consulting agency, is pleased to announce the addition of travel and pet insurance to their list of services.

Warren Campus Celebrates 5 Years with **St. Luke's University Health Network**.

King, Spry, Herman, Freund & Faul has been voted "Best Law Firm" for 2018 by U.S. News – Best Lawyers."

Vickie Fairbairn has been named the new Director of Sales at the **Holiday Inn Express Bethlehem-Airport**.

Brynn Buskirk was promoted to Regional Director of Marketing and Sales for **Phoebe Ministries**. Kendra Leffler was appointed Regional Director of Rehabilitation.

**Dunlap & Associates, P.C.**, the Chalfont, PA-based certified public accounting and business consulting firm, announced the firm has successfully completed a rigorous peer review of its accounting and auditing practice. The reviewers concluded that the firm's system of quality control for the accounting and auditing practice has been suitably designed and complied with to provide reasonable assurance of performing and reporting in conformity with applicable standards in all material respects. Dunlap & Associates, P.C., participates in the Peer Review Program, a practice monitoring program

Two employees of **ServiceMaster of Bethlehem** drove to Florida October 5th, 2017 in order to assess and remediate storm damage in the wake of Hurricane Irma. After almost a month in Florida, we are welcoming back Eric and Rich and thanking them for spending so much time away from home!

A national leader population health analytics, **St. Luke's University Health Network** has been named among the top 50 analytics innovators in the United States by Drexel University's LeBow College of Business. The university recognized these organizations at the 2017 "Analytics 50" awards ceremony in Philadelphia.

**The Times News and Lehigh Valley Press** announced the promotion of Jennifer Rowden to Director of Marketing. She will have the primary responsibility of community outreach and marketing of the company's daily and weekly newspapers and 9 websites. Jennifer joined the Times News in 2015 as an advertising representative for the Jim Thorpe and Pocono areas.

Introducing **Lehigh Fleet Services**, a NEW mobile fleet service provider to the valley. Lehigh Fleet Services keeps your fleet on the road, minimize breakdowns and costly repairs with onsite regular maintenance. Convenient, Fast Repairs, Competitive Pricing.



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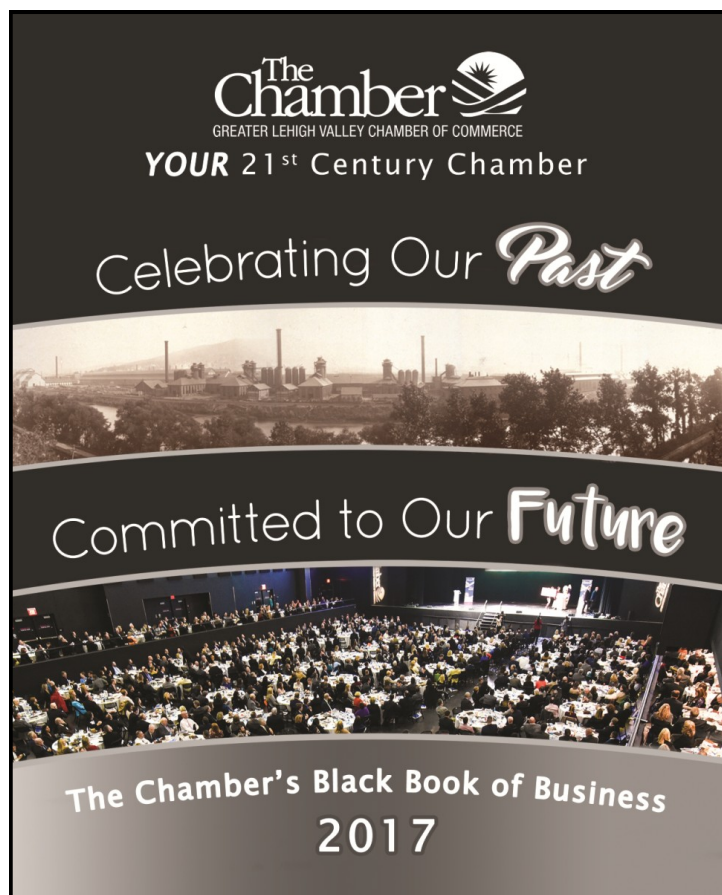
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## 2018 MEMBERSHIP DIRECTORY

Your Chamber encourages you to participate in the 2018 Membership Directory—your link to the region's business leaders and decision makers. You can't afford to miss this opportunity and prominently place a display ad in the directory to boost your exposure to member businesses and help your company shine.

The Greater Lehigh Valley Chamber of Commerce is the largest Chamber in Pennsylvania and New Jersey. The Chamber is in the top ten nationwide with nearly 5,000 members who employ more than 200,000 individuals. We have eight strategically located offices across the Lehigh Valley to ensure we are always nearby to best serve businesses in the cities and suburbs of the beautiful Lehigh Valley.

### MAXIMIZE YOUR EXPOSURE!

Your Chamber is constantly seeking new ways to increase the value of your membership. As an added bonus for placing an ad in our membership directory, advertisers will be featured in a special section on The Chamber's new website and in an upcoming issue of Connections. Submit your logo and website, and we'll highlight your business on our website (for the entire year—2018) and in Connections (for one month).



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Inside Back Cover	7.5"w x 9.5"h	Full Bleed	8.75"w x 10.75"h	\$3,600 <i>opt. \$100 creative fee</i>
Back Cover	7.5"w x 9.5"h	Full Bleed	8.75"w x 10.75"h	\$4,100 <i>opt. \$100 creative fee</i>
Full Page	7.25"w x 8.875"h	no	n/a	\$3,100 <i>opt. \$100 creative fee</i>
Half Page (Vertical)	3.5417"w x 8.875"h	no	n/a	\$2,100 <i>opt. \$75 creative fee</i>
Half Page (Horizontal)	7.25"w x 4.3542"h	no	n/a	\$2,100 <i>opt. \$75 creative fee</i>
Quarter Page	3.5417"w x 4.3542"h	no	n/a	\$1,400 <i>opt. \$25 creative fee</i>
Eighth Page	3.5417"w x 2.0937"h	no	n/a	\$800 <i>opt. \$25 creative fee</i>
Small Block	1.691"w x 2.0937"h	no	n/a	\$500 <i>opt. \$25 creative fee</i>

\*\*\* **Bold listings are available for \$150** \*\*\*

Ad deadline is 12/1/17. Payment is due by 12/1/17. All ads need to be camera ready, high resolution (300 dpi), full color (CMYK), JPEG & PDF files are preferred. Creative Fee is optional—if design assistance is needed.

Questions? Contact Gina Martens at [ginam@lehighvalleychamber.org](mailto:ginam@lehighvalleychamber.org) or call 610-739-1511.



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